**adidas BRINGS GAME-CHANGING ENERGY TO THE COURT WITH boost Basketball Shoes**

***NBA superstars Derrick Rose and Damian Lillard to debut Crazylight Boost and D Rose 5 Boost***

**PORTLAND, Ore. (July 27, 2014) –** adidas today introduced its game-changing Boost cushioning technology to basketball with the all-new Crazylight Boost and D Rose 5 Boost performance basketball shoes. Boost is an industry-first cushioning technology designed to deliver maximum energy return, responsiveness and comfort to players.

“Having the Boost cushioning in my new signature shoe makes it the most favorite of mine that we’ve ever done,” said Chicago Bulls point guard Derrick Rose. “I’ve played in them for a couple months, but every time I put them on it feels like a new shoe and it’s the most comfortable shoe I’ve ever worn. Now, I can’t imagine playing without Boost in my shoes.”

True to adidas’ mission to make athletes better, Boostfeatures innovative material made up of thousands of capsules that help store and release energy efficiently as athletes perform. The Crazylight Boost will be available Sept. 1 for $140 while the D Rose 5 Boost will drop Oct.16 for $140.

“Boost compliments my style of play unlike any other shoe,” Portland Trail Blazers NBA All-Star point guard Damian Lillard said. “The immediate comfort you feel when you put on Boost is amazing, and it lasts until the moment you take it off. When you’re an athletic guard in the league, you’re constantly coming down hard over the top of big guys or when you get fouled. With Boost, it’s a lot less impact and more cushioning on my heels.”

Boost basketball technology underwent comprehensive testing for over a year with top NCAA and NBA players. All athletes competed through high performance drills and game simulations and gave universally positive feedback, consistently preferring the Boost version of a shoe compared to an EVA alternative.

“Boost is a groundbreaking development, not just for adidas Basketball but for athletes across all sports,” said Robbie Fuller, adidas advanced footwear concept designer. “The Crazylight Boost and D Rose 5 Boost shoes combine to bring our most innovative basketball footwear to the court to truly transform the way the game is played.”

Additional players who will debut the Crazylight Boost this season include Joakim Noah of the Chicago Bulls, Mike Conley of the Memphis Grizzlies, Jrue Holiday of the New Orleans Pelicans and Jeff Teague of the Atlanta Hawks.

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**Crazylight Boost**

At 11.6 ounces, the Crazylight Boost remains exceptionally light and every element of the shoe is constructed to maximize the energy benefit of Boost. This includes performance elements such as ShockWeb overlay reinforcement for strength, support and premium style, a soft mesh upper for increased comfort and breathability and an all-new collar design with a unique cut that offers the mobility of a low-top and stability of a mid.

A variety of team and special colorways of the Crazylight Boost will be available, including player editions for Lillard and Minnesota Timberwolves point guard Ricky Rubio.

The Crazylight Boost features horizontal three stripes placement across the toe to create a sleek, fast aesthetic. The shoe also boasts distinctive gradient color schemes for diverse style to stand out on the court.

**D Rose 5 Boost**

The D Rose 5 Boost is the ultimate signature shoe to outfit Derrick Rose on and off the court. It features adidas’ most innovative technology and personal details ever included on a shoe in the D Rose signature collection. The D Rose 5 Boost offers full shoe length Boost cushioning technology designed for heightened energy return and step-in comfort to ensure maximum performance.

Performance elements include an all-new EVA fit-cage that provides strength and support and an updated Sprintweb for light-weight support and breathability. The fit-cage also serves as the core base for all colorways of the D Rose 5, which feature unique and personal finishes and colors.

Signature details are woven throughout the design of the D Rose 5 Boost that reveal insights into Derrick, his family and his path to success.

**About adidas Basketball:**

adidas has been providing innovative products to help the world’s best athletes perform at elite levels for more than 60 years, from past legends to today’s superstars, such as Derrick Rose, Dwight Howard, Candace Parker, Tim Duncan, Damian Lillard and John Wall. On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand the official uniform and apparel provider for the NBA, the Women’s National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

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