**D Rose 5 Boost**

**THE FACTS**



|  |  |
| --- | --- |
| **FULL LENGTH BOOST TECHNOLOGY** | The D Rose 5 Boost is an all-new basketball shoe in the D Rose signature collection that brings **game-changing energy return innovation** to the court. **For the first time ever**, **full length Boost cushioning** is featured in a basketball shoe to ensure maximum performance. Boost cushioning helps players through the fourth quarter with an ideal combination of **energy return, responsiveness and comfort.**  |
| **REVOLUTIONARY CUSHIONING** | Boost features an **industry-first** cushioning technology unlike any other foam in basketball.**Thousands of capsules** make up Boost, providing soft, lightweight cushioning that helps **store and release** **energy** efficiently.First introduced in running shoes in 2013, Boost has since been recognized as the **best cushioning in the industry**. The Boost innovation outperformed **more than 800 shoes** tested by Runner’s World before making its way to the court.  |
| **SIGNATURE DETAILS** | **Signature details** are woven throughout the design reveal details about Derrick, his family and his path to success. The ankle support features **unique personal inscriptions** including:* **“R.A.D.”** – stands for his brothers, Reggie, Allen and Dwayne, who helped raise Derrick, giving him the opportunity to play basketball undeterred
* **“Not supposed to be here”** – quote Derrick gave at a press conference for the launch of the D Rose 3 where he spoke on how he defied the odds to be a successful NBA player
* **“No Freshman”** – represents the rule at his high school where freshman weren’t allowed to play on the varsity basketball team
* **“Everybody Eats”** – his desire to uplift those in his circle and from his neighborhood of Englewood
* **“1.7%”** – the odds that the Chicago Bulls had to land the first overall pick in the 2008 NBA Draft, which they used to select Derrick

**Personal details** of the D Rose 5 Boost continue with the toe of each shoe featuring the name of his mother, Brenda, and his son, PJ.A **bigger and bolder** D Rose logo on the heel represents his family and style of play.**Derrick’s signature** is woven into the traction pattern of the forefoot of the outsole. **Future colorways** will feature additional details and unique SPRINTWEB upper finishes for **updated style**.  |
| **SUPERIOR PERFORMANCE ELEMENTS**  | An **all-new EVA fit-cage** provides **strength and support** for an ideal fit. **SPRINTWEB** upper delivers enhanced **light-weight support** and **breathability**.Interior mesh ankle pockets offer **air flow** and **increased comfort**.**Traction zones** on the outsole include a wave pattern on the forefoot and a square pattern on the heel and midfoot to ensure **ideal court feel**.Separated forefoot and heel outsole to **maximize Boost** feel.**Enlarged TPU plate** aids arch support.  |
| **AVAILABILITY** | The D Rose 5 Boost drops Oct. 16 on[adidas.com](http://www.adidas.com/us/) and other leading retailers. |
| **MORE INFO** | For more information, visit [news.adidas.com](http://news.adidas.com), [adidas Basketball Facebook page](http://www.facebook.com/adidasbasketball), [www.adidasbasketball.com](http://www.adidasbasketball.com)or follow us on [Twitter](http://twitter.com/adidashoops) and [Instagram](http://instagram.com/adidashoops) @adidasHoops with [#DRose5](https://twitter.com/search?q=%23drose5&src=typd) [#Boost](https://twitter.com/search?q=%23boost&src=typd). **Paul Jackiewicz, adidas PR** (o) 971-234-2357 (m) 503-593-5316 Paul.Jackiewicz@adidas.com |
| **MEDIA USAGE GUIDES** | **adidas** lowercase adidas in all references**adidas Basketball** capitalize Basketball when in reference to adidas Basketball**D Rose 5** capitalize the D and R in all references**Boost** capitalize the “B” in all references**SPRINTWEB** capitalize in all references  |

###