

adidas launches a special climacool training tee for kids under the age of 10

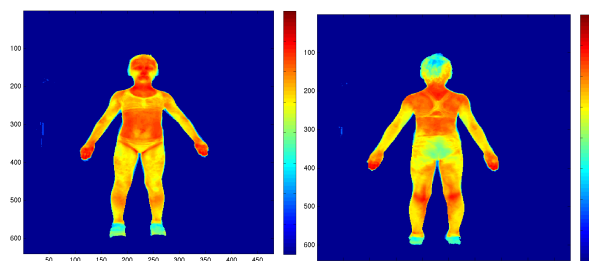
Developed in conjunction with Loughborough University, the new collection supports all-over body cooling

Herzogenaurach, Germany (14th March, 2016) – This Spring adidas will introduce a new collection of climacool training tees in various colours, developed specifically for kids under 10 years of age. A joint study with UK's acclaimed Loughborough University proved that kids of different ages release heat differently. Kids below 10 years rely on all-over body heat loss and hence, require functional sports apparel that support full air flow during workout.

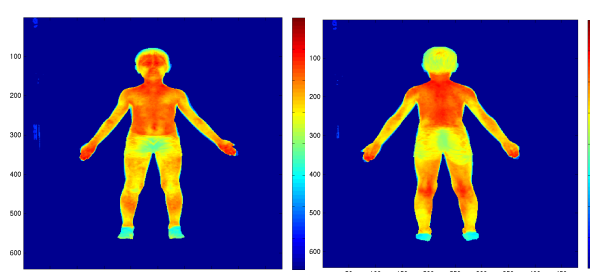
adidas partnered with prestigious Loughborough University in the United Kingdom to carry out a study on body heat management for kids of different ages. While teens and adults tend to keep their skin cool by evaporating sweat, this is less developed in kids under the age of ten. Kids skin is more reliant on dry heat loss all over their body, leading to a hotter skin. With a reduced sweat response, they require full body ventilation to stay cool and avoid overheating during a workout.

'In line with the findings of our study we have developed a new range of training tees specifically for kids under 10, featuring the revolutionary cooling technology of adidas CLIMA. The innovative fabric within the climacool products acts like a mesh and delivers increased breathability, thus creating a cooling effect on the body areas it covers'- revealed *Dr Maarten Hupperets, Director Future Apparel at adidas*. Given their higher sweat rates, teens, similarly to adults, are better off wearing climachill, a revolutionary cooling tee that offers a more tailored zone-cooling technology with high ventilation as well as excellent sweat management.

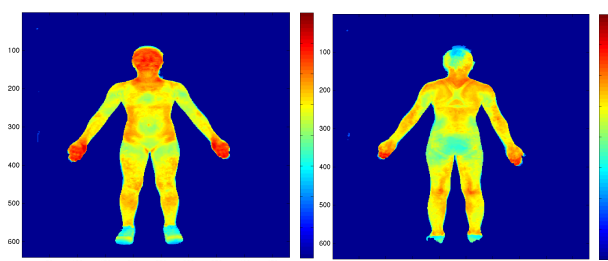
Average Body Heat Map of a 8/9yrs old girl



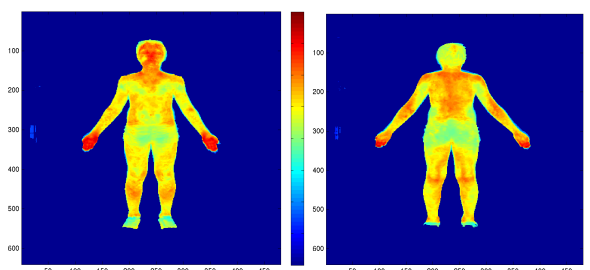
Average Body Heat Map of a 8/9yrs old boy



Average Body Heat Map of a 12/13yrs old girl



Average Body Heat Map of a 12/13yrs old boy





For Immediate Release

Professor George Havenith, study lead at Loughborough University recalls: 'Collecting the data for this study with these great young kids was a really enjoyable experience for all involved. We were really excited when we saw the results for the different age groups, especially as clear differences in their body temperature regulation showed up, which has now been translated by adidas into specific garment designs for the different age groups.'

With climacool, kids can keep being kids, stay in the game and still keep their cool.

For further information please visit: www.adidas.com/climazone

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Notes to the Editors:

About the study:

adidas and Loughborough University carried out a study in 2013/14 to examine implications of workout on body heat management of kids of different ages in a cooperation between the Institute of Youth Sport and the Loughborough Design School. In the study 16 boys and girls in each age group (around 8 and around 13 years old) performed intermittent runs (running alternating with walking) on a treadmill. At intervals their body temperatures and their skin temperatures were measured, the latter with high spec inf ra-red cameras. For skin temperatures, the obtained body maps were analysed, revealing different temperature values and patterns, where the younger children showed higher skin temperature related to lower sweat rates, indicating that their sweat system may not yet be as well developed as in the older children. Hence the younger kids are more reliant on dry heat loss.

About adidas:

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade.

For questions or more information please contact:

Global contact:

Bernadett Nagy
Sr. Communications Manager
adidas Global Brand Marketing
email: bernadett.nagy@adidas.com
tel: +499132840000