

adidas Golf Celebrates 10 Years of TOUR360 Franchise with New TOUR360 BOOST Footwear

Re-Engineered 360WRAP, Full-Length BOOST™ Cushioning Technology Headlines adidasGolf's TOUR360 BOOST Footwear

Carlsbad, Calif. (December 11, 2015) – adidas Golf, an industry leader in innovation, technology and performance footwear, announced today the release of the new TOUR360BOOST, the next generation in the popular TOUR360 franchise. Building on 10 years of innovation, TOUR360 BOOST incorporates the latest footwear technologies, including fulllengthBOOST™ cushioning, an improved 360WRAP, and a dual-density 10-cleatpuremotion® TPU outsole to deliver the next advancement in this iconic, game-changingfranchise.



First introduced in 2005, the original TOUR360 revolutionized golf footwear with neverbefore seen performance and style. Named after its iconic 360WRAP, a midfoot supportsystem that entirely surrounds the foot for exceptional stability, TOUR360 footwear hasrecorded 38 PGA TOUR victories and since its inception has sold millions of pairs of variousmodels from the franchise around the world. TOUR360 BOOST is the next iteration indelivering the latest in comfort and performance

innovation that golfers have come to expect from the TOUR360 franchise.

“TOUR360 broke ground when it hit the market in 2005. Our challenge in creating the next generation was living up to the TOUR360 name. We took everything we’ve learned in the last 10 years including visual cues from prior models while utilizing materials and construction innovation to take the TOUR360 BOOST to the next level. It’s a culmination of years of technology, testing, insights and athlete feedback.,,

— Masun Denison, Director of Footwear, adidas Golf

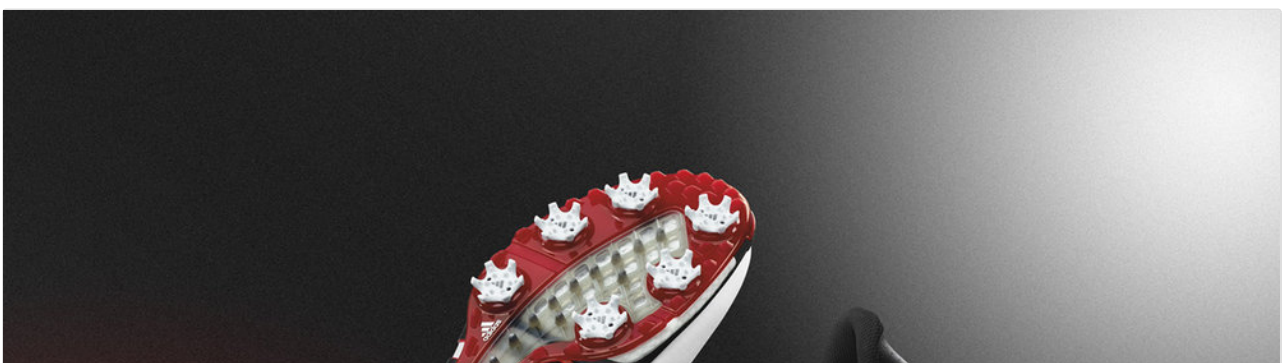


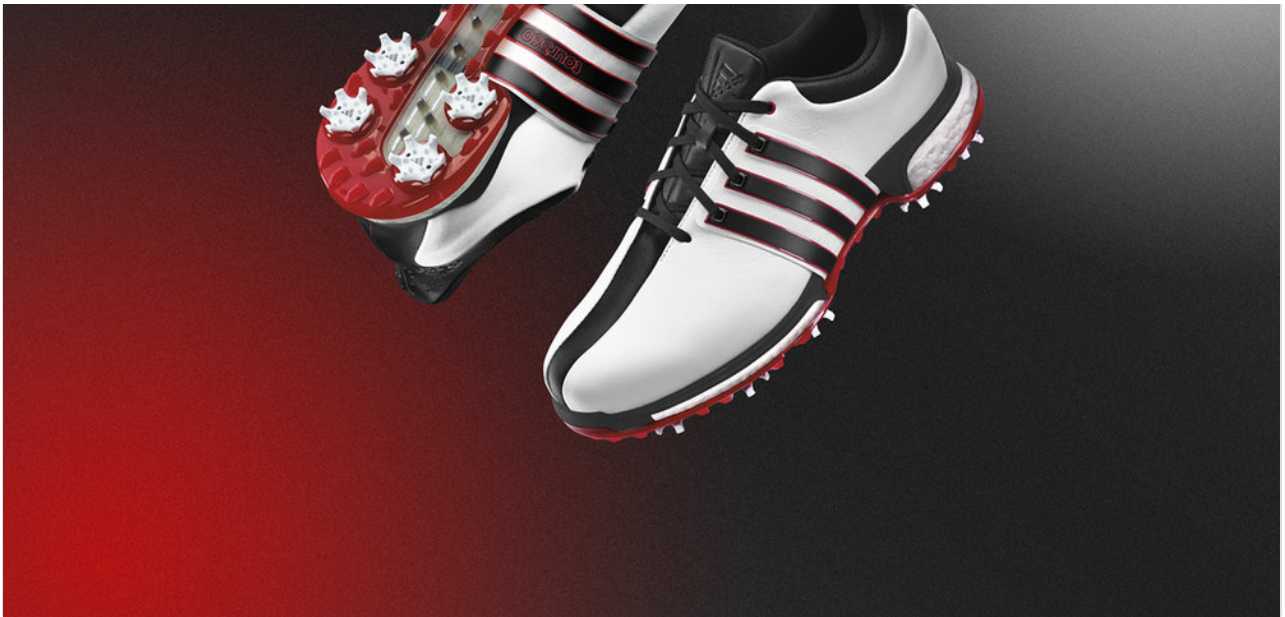




TOUR360 BOOST features full-length BOOST™ cushioning in the forefoot and heel for maximum comfort and a re-engineered, lighter and more flexible 360WRAP saddle to allow for greater adjustability and adaptability. For the first time, the 360WRAP combines with a full-length outsole, made possible by a new TORSION TUNNEL technology that provides independent flexibility and control between the heel and the forefoot with the added benefit of enhanced arch support and traction.

An advanced dual-density 10-cleat outsole features a harder perimeter TPU to house strategically-placed CenTraXion and thintech® cleats and enhance lateral stability; while a softer thinner interior TPU allows for BOOST™ expansion and unparalleled comfort. The new heel shape, inspired by adidas training and running categories, features an s-curve which follows and adapts to the natural contour of the foot for improved fit, while the lining material reduces friction, moisture and heat – delivering the optimal shoe climate for maximum comfort. Built on a Tour Performance Last for improved fit and comfort in the forefoot, the upper is made of premium leather and features climaproof® technology for a rich look, a soft and comfortable feel, and lasting protection and durability.





"I've always been a fan of the TOUR360 footwear. I have great memories wearing them during key wins throughout my career, and I can't wait to get them back on my feet and wear the TOUR360 BOOST next season.,,"

— Dustin Johnson, PGA Tour professional & adidas Golf athlete

In February, the TOUR360 BOA BOOST will become available and will feature our most advanced use of a BOA® Closure System, an incremental pull and push structure located on the top center tongue. The BOA®-integrated 360LOOP connected to the 360WRAP enables fast and easy micro-adjustability for a customizable and comfortable fit.

Available January 8, 2016, the TOUR360 BOOST will be offered in six colorways and in medium or wide widths in the US at an MSRP of \$200USD. TOUR360 BOA BOOST, will be available February 1, 2016 in three colorways at an MSRP of \$230USD.

For more information on TOUR360 Boost, visit adidasgolf.com, and join the conversation on [Twitter](#), [Facebook](#) and [Instagram](#) for more exclusive content. #TOUR360BOOST

Additional assets can be downloaded via the press kit [here](#)

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About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range

of products around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 53,000 employees and generated sales of EUR 14.5 billion in 2014.

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

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SPOKESPERSON



Amy Fuller

Amy Fuller

amy@thebrandamp.com

+1 310 3514332

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