



ADIDAS, NHL® RETURN WITH ADIDAS REVERSE RETRO 2022 JERSEYS FEATURING 32 NEW, ICONIC DESIGNS

- *Reverse Retro 2022 is the sequel to the disruptive uniform franchise that fuses the storied logos, colors and designs of all eras of NHL sweaters with a lifestyle and fashion-inspired energy to introduce 32 never-before-seen on-ice looks*
- *Slated to be worn throughout the 2022-23 NHL® season, Reverse Retro jerseys remix nostalgic elements of each club's past in combinations that honor history and tradition while delivering a new experience for fans*

Portland, Oregon / New York (Oct. 20, 2022) – adidas and the National Hockey League (NHL®) today unveiled the newest adidas Reverse Retro 2022 jerseys for all 32 NHL® teams. Building on the success of the 2020 program, adidas and the NHL® collaborated with teams this year to design new Reverse Retro jerseys that call back to unique historic moments in each Club's history.

This season's adidas Reverse Retro 2022 ADIZERO jerseys combine some of the most remarkable designs yet – including some colors never seen before on ice. All teams will wear the new jerseys during the 2022-23 NHL® season beginning in November, including a number of adidas Reverse Retro matchup nights, led by the Nov. 2 Pittsburgh Penguins-Buffalo Sabres game at 7:30 p.m. ET on TNT.

"The first iteration of Reverse Retro was one of the most popular uniform launches of all time. Fans couldn't get enough of not only their team's jersey, but the nostalgia and storytelling leaguewide," said Dan Near, Senior Director at adidas Hockey. "In 2022, we're doubling down on the design formula – Your Colors, Your Retros, Remixed – and once again seeking to bring the magic of the sport to Gen Z and fans around the world."

The 2022 edition of Reverse Retro will see teams across the league bring back championship-level looks from Stanley Cup-winning seasons and beloved logos from bygone eras. From the beautifully bold '90s stripes to the newly revamped iconic logos, the creativity of this year's Reverse Retro designs will have Clubs vying for the top of the jersey power rankings.

"The Reverse Retro 2022 program, our latest collaboration with adidas and all 32 teams, celebrates the intersection of lifestyle, culture and of course hockey with a youthful, fan-forward focus," said Brian Jennings, NHL Chief Brand Officer and Senior Executive Vice President. "Each design captures the team's unique spirit that connects the past with the future. We look forward to rekindling the passionate discussion and debate among team fanbases that this simultaneous launch of all 32 designs is sure to generate."

The Reverse Retro 2022 ADIZERO jerseys are authentic NHL jerseys made with adidas innovation Primegreen: a series of high-performance materials containing a minimum of 50% recycled content.

Each team will wear the adidas Reverse Retro ADIZERO Authentic jersey in multiple games during the 2022-23 NHL® season, including during special head-to-head matchups beginning Nov. 2 and continuing into early 2023.

The adidas Reverse Retro ADIZERO Authentic jerseys for all 32 NHL® teams are available Nov. 15 for \$190-\$240 in the U.S. and \$210-\$260 in Canada exclusively at [adidas.com](https://www.adidas.com), [adidas.ca](https://www.adidas.ca), [NHLShop.com](https://www.nhlshop.com), [NHLShop.ca](https://www.nhlshop.ca) and team stores, with wider availability at additional retailers starting Nov. 20.

Join the conversation with @adidas and @NHL on [Twitter](https://twitter.com), [Instagram](https://www.instagram.com) and [TikTok](https://www.tiktok.com) using #ReverseRetro.

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About adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of € 21.2 billion in 2021.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, WBD Sports and NHL Network in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordics, Baltics and Poland; YLE in Finland; Nova in Czech Republic and Slovakia; Sky Sports and ProSieben in Germany; MySports in Switzerland; and CCTV5+ in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Original Productions and NHL Studios produce compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's Hockey Is For Everyone™ initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey,

fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

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