



ADIDAS ANNOUNCES FURTHER RELEASE OF EXISTING YEEZY PRODUCTS IN AUGUST WITH CONTINUED COMMITMENT TO COMBATTING DISCRIMINATION AND HATE

Herzogenaurach, 28 July 2023 – Today adidas announced a further release of YEEZY inventory with a range of existing products being available in phases throughout the month of August across the world. As previously communicated, adidas will donate a significant amount to selected organizations working to combat discrimination and hate, including racism and antisemitism.

As with the release in May 2023, the second release will feature products which were initiated in 2022. The range available will include some of the most popular existing designs including the YEEZY BOOST 350 V2, 500 and 700 as well as the YEEZY SLIDE and FOAM RNR.

The products will be available through adidas digital platforms including the CONFIRMED app, adidas app and [adidas.com](https://www.adidas.com). Selected adidas wholesale partners will also be a part of this release, through their digital platforms only. The products will be available from August 2nd with a phased release to help manage demand whilst ensuring a fair and premium experience for consumers. Availability and timing of release will also vary depending on location.

adidas will continue the support of partners combatting discrimination and hate with donations to existing and new partners. The company will continue to support the work of the Anti-Defamation League (ADL) and the Philonise & Keeta Floyd Institute for Social Change. In addition, adidas is proud to partner with Robert Kraft's Foundation to Combat Antisemitism (FCAS) to fight all forms of hate.

To create further impact adidas will show support for the Foundation to Combat Antisemitism by including blue square pins with selected products sold directly by adidas in North America. These blue square pins were established by FCAS through their #StandUpToJewishHate campaign launched earlier this year, as the universal symbol for standing in solidarity and unity in the fight against antisemitism and all hate. adidas will also support awareness of each partner's work, for more information visit [adidas.com](https://www.adidas.com) and for individuals interested in ordering their own blue square pins visit [FCAS](https://www.fcas.org).

Since terminating the YEEZY partnership in October, adidas has been exploring multiple scenarios for the potential use of the existing YEEZY inventory. The process involved seeking feedback and listening to a diverse group of employees, organizations, communities, and consumers for how to responsibly manage the existing product.

Organizations across the world interested in proposing projects aimed at combatting discrimination and hate through sports can register their interest to changinglivesthroughsport@adidas.com

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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 59,000 people across the globe and generated sales of €22.5 billion in 2022.