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ANTHONY EDWARDS UNVEILS FIRST SIGNATURE SHOE WITH ADIDAS BASKETBALL

Los Angeles, CA – Today, adidas Basketball announces NBA All-Star Anthony Edwards has become elevated to a signature athlete and will release the athlete's first signature shoe.

Anthony Edwards, the embodiment of unwavering self-belief, has transformed the basketball world in just three NBA seasons. With his electrifying style, gravity-defying acrobatics, versatile scoring, and commitment to defense, he's captured global fan admiration.

"Anthony Edwards is the true definition of what it means to be a superstar. His journey is already legendary, representing hope, determination, and boundless potential to so many - and his future promises to shine even brighter. Ant's unstoppable athleticism, love for the game, commitment to his family, and unwavering loyalty make him 1 of 1, and adidas is thrilled to welcome him to our signature roster." **Eric Wise, Global General Manager of adidas Basketball**

This winter, the world will witness a new pinnacle of Anthony Edwards' journey as he collaborates with adidas Basketball to introduce the AE 1 – a futuristic design with meticulous precision, built to the specifications of Anthony Edwards.

As the newest face of adidas basketball, this remarkable alliance signifies the fusion of Edwards' audacious spirit, explosive prowess, and limitless versatility with the legacy of a brand that epitomizes excellence.

"The launch of the AE 1 is without a doubt, one of the pinnacles of my career and life to date. Having the support of adidas Basketball, joining basketball legends who I've looked up to on their roster, is a dream come true. This is just the beginning - believe that." **Anthony Edwards**

To commemorate the launch, adidas Basketball and Anthony Edwards hosted a homecoming celebration in Anthony's hometown of Atlanta, Georgia on September 23.

More details about the AE 1 will be announced in December 2023.

#BelieveThat

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 19.8 billion in 2020.

For more on adidas Basketball & Anthony Edwards**adidas Basketball:**

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