

**adidas Signs Rookie Class of Rome Odunze, Michael Penix Jr, Adonai Mitchell and Xavier Legette**

**Portland, Ore. (April 25, 2024) –** Ahead of tonight’s draft, adidas announced the addition of rookies Rome Odunze, Michael Penix Jr, Adonai Mitchell and Xavier Legette to the brand’s professional athlete roster.

“Rome, Michael, Adonai and Xavier are among the most promising prospects in the draft following exceptional careers at their respective collegiate programs,” said **Chris McGuire, adidas Vice President of Sports Marketing.** “In addition to welcoming Adonai and Xavier as new members of the adidas family, we’re proud that Rome and Michael—our first NIL football athletes—remain with the three stripes as they begin their highly anticipated professional careers.”

University of Washington WR Rome Odunze and QB Michael Penix Jr. are no strangers to the brand, [becoming](https://news.adidas.com/american-football/adidas-signs-university-of-washington-s-michael-penix-jr.--rome-odunze-as-first-nil-football-athlete/s/5ed51914-13d6-40ee-977a-ca9327c9bb86) adidas’ first NIL football athletes in October 2023 and later leading the Huskies to the National Championship as team captains. The brand later endorsed their respective runs for the Biletnikoff Award and Heisman Trophy and hosted several events in Houston before their appearance in the National Championship.

Odunze’s new deal with the brand comes after he set a program record with a nation-leading 1,640 receiving yards in 2023, earning him a spot as a Biletnikoff Award Finalist and a consensus first-team All-American.

Winner of the 2023 Maxwell Award, presented annually to the best player in college football, Penix led the nation with 4,903 passing yards and threw for 36 touchdowns. His leadership on and off the field earned him the honor of being a finalist for the Heisman Trophy.

“Through every up and down the three stripes have remained consistent. I remember lacing them up for the Unsigned Preps 7 on 7 team and going around the country earning offers in the three stripes," said **Penix Jr.** "This past year myself and Rome Odunze became the first NIL athletes for adidas football, giving us the opportunity to build deep relationships with the entire adidas team. adidas has been by my side for my entire football journey so it’s only right that we continue this journey together!”

Adonai Mitchell joins the adidas family following a monumental season in Austin, including 55 receptions for 845 yards and 11 touchdowns. Prior to the 2023-24 season, Mitchell boasted 38 catches for 560 yards and seven touchdowns during his time in Athens, GA, helping the team reach back-to-back National Championships.

Xavier Legette joins the family after an impressive season in Columbia, SC, where he posted 71 receptions for 1,255 yards and seven touchdowns. His performance earned him a spot as a 2023 Biletnikoff Award Semifinalist.

The group joins adidas pro partners including Patrick Mahomes, Amon-Ra St. Brown, Garrett Wilson, Chris Jones, David Njoku, Tua Tagovailoa, Aaron Jones, Trevor Lawrence, Brock Purdy, and Jordan Addison.

Join the conversation with @adidasFballUS on X and Instagram.

**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 € 21.4 billion in 2023.

**Media Contact**

Will Yeo

William.yeo@hillandknowlton.com