

## **adidas proves innovation leadership on the road to London 2012**

### **Sportswear company outfits more than 500 athletes at 13th IAAF World Championships in Korea**

#### **Lightweight footwear range adizero sets new standards across categories**

**Herzogenaurach / Daegu, Korea, August 25, 2011** – At a press conference at the adidas media center in Daegu, Korea earlier today, adidas, the official IAAF Athletic Sponsor, confirmed that it is ready to succeed at next year's London 2012 Olympic & Paralympic Games and that it will support its athletes in their preparation for the Olympic Games.

“As the Official IAAF Athletic Sponsor and Licensee Product Supplier, we are proud to support the world's best athletes on their road to London 2012. Our mission is clear: to provide all of our athletes with the lightest products to make them faster and help them improve their performance,” said Zion Armstrong, Managing Director, adidas Group South Korea. “With the adizero range, we are setting new standards in lightweight footwear not only in running but also across other categories including football, American football and basketball.”

adidas will use the IAAF World Championships in Daegu to once again showcase its leadership in innovation by outfitting gold medal hopefuls such as Jessica Ennis, Dayron Robles, Blanka Vlasic, Christina Obergföll and Yohan Blake with the latest adidas technologies that raise the standard for lightweight products: Earlier this month, the adizero Feather, the lightest everyday running shoe weighing only 160g (women's size UK 5.5), was introduced, helping athletes be faster and improve their performance.

adidas sponsors over 500 athletes and a total of 12 federations and outfits the over 7,300 volunteers at the World Championships in Daegu which are considered the last main athletics competition before the highly anticipated London 2012 Olympic & Paralympic Games.

adidas will be the Official Sportswear Partner of the London 2012 Olympic Games, outfitting all volunteers, technical staff and the officials. As the Official Partner of Team GB, adidas provides all British athletes in all Olympic sports with performance products and has appointed Stella McCartney as Creative Director for Team GB. In addition, adidas will be the Official Licensee, providing fans across the UK with both Licensed as well as Event-Branded Olympic fan wear.

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