



adidas and NBA Expand Global Partnership with Apparel Rights in Europe

HERZOGENAURACH and NEW YORK – March 24, 2010 – adidas and the National Basketball Association (NBA) today announced an extension of their global partnership giving adidas exclusive rights to all apparel in Europe beginning with the 2010-11 NBA season. Products will be available beginning Oct. 1, 2010 to coincide with the tip-off of NBA Europe Live presented by EA SPORTS™.

"The NBA is the pinnacle of basketball - and every kid around the world who dreams of playing pro ball aspires to reach that level," said Lawrence Norman, Vice President of adidas basketball. "Now, with the exclusive global rights, we are able to help the NBA spread the love of basketball around the world by bringing a piece of that dream to everyone who loves the NBA."

"The expansion of adidas' apparel rights in Europe gives us a true global partnership that aligns perfectly with our collective strategy to continue growing the game of basketball," said Sal LaRocca, Executive Vice President NBA Global Merchandising. "As the NBA continues to grow in popularity throughout Europe, authentic adidas NBA apparel will be available to more fans than ever before."

adidas is in the fourth year of its 11-year global merchandising partnership as the official uniform and apparel provider for the NBA, WNBA, and NBA D-League. The NBA and adidas will support the partnership through a mix of global marketing and media initiatives, including NBA Europe Live presented by EA SPORTS in 2010, as well as grassroots events and branded media programs throughout the 215 countries in which the league distributes content.

About adidas Basketball

adidas has been providing innovative products for the world's best athletes for more than 60 years, from past legends to today's superstars, such as Dwight Howard, Candace Parker, Derrick Rose, Tim Duncan and Chauncey Billups. On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand the official uniform and apparel provider for the NBA, the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

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