

Lose the weight with the adiZero™ Aegis

Malaysia, August 2009 — To runners, running light means running fast. But sometimes running light can mean sacrificing on core stability elements in your shoe which one needs to go the distance. Today, adidas announced the launch of an initiative to encourage runners to lose the weight in their shoes with the 'adiZero™ Gram Challenge'.

Featuring the adiZero™ Aegis, the challenge rewards runners for shedding the 'weight' of their old running shoes. For each gram that their existing shoes are heavier than the standard male (265g for UK 8.5) or female (245g for UK 5.5) version of the Aegis, they receive a percentage off the purchase price. Discount amounts will vary depending on the gram difference (see appendix).

The approach of the adiZero™ Aegis is simple: Go light, go fast and go long. Designed to give runners extra support and cushion, but with a lightweight form factor to perform at their peak, over-pronators will now be able to go the distance and neutral runners can now train harder and clock their mileage more efficiently. No matter what running style, runners will feel the speed and efficiency of a neutral shoe without compromising on the support and cushion that they need to achieve their goals.

"This challenge is designed to encourage runners to run lighter and more efficiently," said Marcus Chew, Senior Brand Manager, adidas South East Asia. "There's nothing worse than dragging your feet along during your run so we want them to experience the lightness of the shoe and ditch their chunky shoes for a smoother ride."

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Features:

- New 3D Lightweight ForMotion: Found in the heel area of the shoe, the freely-movable unit adjusts to different surfaces and running styles, allowing the runner to enjoy a more natural ride and smoother transition with every step. This is now lighter for a smoother touch down.
- Torsion: Allows the forefoot to move relative to the rearfoot to remain congruent with the ground surface, improving ground adaptation and increasing stability, reducing stress put on the Achilles tendon.
- Overlapping Tongue: For enhanced stability.
- adiPRENE[®]+: From midfoot to forefoot with adilight heel for a very light and responsible ride, as well as faster transition
- Women-specific fit: The adiZero™ Aegis now features a more specific women's last and improved stability to make up for women's foot anthropometrics and flexible ligaments and tendons.

The adiZero™ Aegis can be purchased from all adidas Sport Performance Concept Stores with the 'adiZero™ Gram Challenge'.

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Appendix

Discount amounts offered with the 'adiZero™ Gram Challenge':

- 1g – 20g = 5%
- 21g – 40g = 10%
- More the 41g = 15%