

adidas Launches Virtual Running Partner With Real-Time Audible Coaching

*The miCoach interactive training system guides you to speed up or slow down
by tracking heart rate, pace, distance and stride rate*

Kuala Lumpur, 11 March 2010 - adidas, a global leader in running, today kicked off its worldwide New Year's Resolution to help you become a better runner with the launch of the miCoach Pacer and Zone. The miCoach, along with the new Supernova Glide 2 and the adiNation of runners community, forms the holistic support system that adidas provides its runners.

At the official adidas miCoach launch held at Pavilion Kuala Lumpur today, Ng Chee Loon, Country Manager of adidas Malaysia said, "This is all about reaching your next level, whether you want to improve your personal best time, lose weight or want to train for your first marathon. miCoach acts as your own personal coach who is there with you on every run. It practically does all the thinking for you and knows exactly what you want to accomplish and exactly how to help you get there."

"At adidas, we are constantly searching for ways to inspire, motivate and help our runners achieve their training goals. The miCoach, coupled with the new Supernova Glide 2 and the adiNation of Runners community comes together to form a holistic support system for our runners," he added.

As part of the launch, adidas is giving away 100 MiCoach sets. With the purchase of any adidas running product, customers simply need to complete the adiNation of Runners pledge card before April 15th to qualify for the draw. 100 runners will be selected at the end of the promotion period.

miCoach is an interactive training service developed to motivate, inspire and enable runners to become better and reach their training goals, whatever they may be. The miCoach offering features two separate products:

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- **The miCoach Pacer (RM519.90)** - a small, lightweight device that delivers real-time audible coaching as you exercise via headphones or combined with your own MP3 player. During your run, the miCoach Pacer verbally coaches you (i.e. speed up to green zone, slow down to blue zone, etc.) to ensure that you are staying within your targeted heart rate zone and keep you running at the right personal level.
- **The miCoach Zone (RM269.90)** - an easy to read colour-code LED display on a wristband device provides accurate, real-time coaching making it easy for you to train at the right intensity with the help of a heart rate monitor.

At micoach.com you can create personalised training plans, set goals and proactively monitor and manage your progress over time. The miCoach platform includes six documented training plans, ranging from those who want to run faster and improve a personal time, to those who want to lose weight. You can also create your own personalised training plan on micoach.com to make you a better runner.

On micoach.com you receive a training program that's tailored to your heart rate zones and will help you achieve your fitness goals more efficiently than traditional exercise regimens. miCoach listens to your heart to determine your personal training zone ranges, each represented by a distinct colour for easy-to-understand and effective training - blue, green, yellow and red. miCoach helps runners set goals and then reach them by monitoring their heart rate and telling them when to slow down or speed up to meet their personal goal .

To complement the launch of the miCoach, adidas has also evolved one of the most beloved running families with the introduction of the Supernova Glide 2 for spring/summer 2010. The Supernova Glide 2 is designed with different torsion systems for men and women as a result of carefully analyzing of the previous Supernova Glide

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and gender specific needs. miCoach compatible, the Supernova Glide 2 is available at adidas Sport Performance Concept Stores at a retail price of RM 399.90.

It is the adiNation of Runners community that makes the adidas runner support system complete. Through the adiNation of Runners, over 600 runners meet up on a weekly basis across the Klang Valley - where adidas trainers and fellow runners exchange tips, techniques and motivate each other to achieve their goals. For more information and to be part of the adiNation community, go to www.adinacion.com.

Editor's Notes:

adidas miCoach Pacer - Real-time, audible coaching tells you to speed up or slow down based on its interaction between the adidas Heart Rate Monitor and adidas Stride Sensor.

adidas miCoach Zone - Easy to read colour-code display provides accurate, real-time coaching on your wrist. Used in conjunction with the adidas Heart Rate Monitor.

adidas miCoach Heart Rate Monitor - provides accurate feedback about your workout performance. It relays your workout information to the miCoach Pacer or miCoach Zone which then ensures you're not pushing yourself too hard or little on your run.

adidas miCoach Stride Sensor - clips directly to shoe laces or inside adidas adiStar and Supernova shoe models featuring a cavity under the sockliner of the left shoe. The Stride Sensor provides detailed data about your unique stride rate, distance and pace and relays that information back to the miCoach Pacer device.

About adidas :



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adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

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