

Rainbeau Mars Signs On As Face Of adidas Spring/Summer 2008 Yoga Collection

Herzogenaurach/Portland, September 26, 2007 – adidas announced today a partnership with yoga professional Rainbeau Mars, who will be the face of the adidas yoga collection starting in Spring 2008. The Hollywood-based yoga beauty is at the forefront of the next generation of yoga instructors who are bringing a new level of athleticism to yoga. Along side renowned adidas athletes, Mars will be part of various global retail, online and public relations initiatives that celebrate yoga as a performance sport.

"Rainbeau is an inspiration for today's woman," said adidas Head of Women's Claire Midwood. "She embodies individuality and passion, and exudes positive energy within the sport making her the perfect fit for our women's initiative. She will continue working closely with adidas designers to develop innovative yoga products."

Starting in Spring/Summer 2008, Mars will be the key symbol representing the Adilibría Yoga and the Techfit Powerweb Yoga apparel ranges at retail. She will bring her unique style of performance yoga to life, inviting consumers to participate at events in adidas Sport Performance stores worldwide. Consumers will also have access to on-line video content of Mars teaching adidas athletes new yoga positions that are relevant to their sports. The performance oriented routine culminates with a full body workout tailored for the athlete's specific sport.

"I could not be more thrilled about the opportunity to work with a global brand like adidas. Working with amazing athletes like Laila Ali, Ana Ivanovic and Heather O'Riley will showcase how yoga can be used as a tool to improve individual performance and stamina across all sports by discovering new muscles, preventing injury and teaching breathing," said Mars. "What makes this relationship particularly fulfilling is that adidas has embraced yoga as yet another sport in which the company can support athletes world-wide."

Rainbeau Mars holds the Yoga Master status and developed the practice "Ra-Yoka," a unique hybrid of yoga, martial arts, and core conditioning. It is a distinctive combination of breath-centered yoga flow with dynamic lunges and twists, integrating core strength with the fine balance muscles in the joints, all while maintaining flexibility. Prior to establishing herself as a yoga professional and creating seven successful DVDs such as "Yoga for Beauty", Mars worked as a model and actress appearing in numerous high profile films, commercials and music videos.

About adidas

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. Some of the players in adidas' roster of athletes include: Reggie Bush, Tim Duncan, Ryan Howard, David Beckham and Allyson Felix.

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