

**adidas continues success
of fully sustainable Rainbeau Mars Signature Line**

New York, September 1, 2009– adidas successfully enters the second season of the best sustainable adidas women’s line in Fall/Winter 09. With the Sprint/Summer line introduced in stores in March of this year, the Rainbeau Mars Signature Line is an exclusive collection of yoga apparel and footwear, which has been developed together with global yoga ambassador Rainbeau Mars.

Having proved that sustainability can work perfectly among soft, colorful and elegant sportswear, the FW09 Rainbeau Mars Signature Line takes design and color a step further by adding fresh new feminine silhouettes. The natural benefits of the fabrics within the apparel continue to add both comfort and style. The collection mirrors the balanced and conscious philosophy Rainbeau Mars embodies within the yoga lifestyle she leads. By keeping Rainbeau’s elegant signature as the key motif in the collection, her deep personality and pure elegance are clearly reflected in the line.

“These clothes are soft, colorful and beautiful – a perfect way to reflect how we should feel about ourselves and the planet” says Rainbeau Mars.

The range sees Indian design inspirations playing an important role especially in the prints. The colors this season are softer featuring gentle grays, warm pinks, earthy browns and intense violet. The beautiful purple shade remains the key colorway exclusively offered in throughout the collection.

The apparel pieces within the collection are made from soft Tencel[®] fabric, a renewable raw material from eucalyptus wood harvested in Forest Stewardship Council-certified, responsibly managed forests. All prints are water-based and all trims are made from recycled materials. The apparel products also include a small amount of Elastane, although not a sustainable fiber,

is necessary to ensure great comfort, fit and performance, which are key elements in this performance yoga range.

The Yatra Ballerina is made from natural canvas, recycled textile and recycled rubber. It uses color in the same way as apparel – soft and cautious. The Ballerina comes with an elastic bandage that was specially developed for yoga classes and provides comfort, support and grip without limiting the foot's natural movement. The Yatra 75 follows the same principles on the leisure side and completes the footwear offering. The FW09 Rainbeau Mars Signature Line continues as part of the adidas Better Place Program.

The new Rainbeau Mars Signature Line will be available in September 2009 at adidas Sport Performance concept stores worldwide and at shopadidas.com. The collection will be available in the US in August 2009 at adidas Sport Performance Stores in New York, Santa Monica, Chicago and Las Vegas. Price points vary from \$65 for the Rainbeau Mars Tee to \$150 for the Track Top. Footwear ranges from \$60 to \$75.

Note: adidas offers products out of two different divisions: Sport Performance (leading technologies), Sport Style (Y-3: sports-inspired design collaboration with Yohji Yamamoto, Sport Heritage: Originals models). The Rainbeau Mars Signature Line is part of the adidas Sport Performance division.

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Editor Notes...

Rainbeau Mars

Rainbeau Mars is a Los Angeles based yoga professional, lifestyle coach and author of successful yoga DVDs and books. Rainbeau prides herself not only in being an adidas ambassador, but also a pioneer in bringing Yoga and mainstream sports together and adding a new level of athleticism to it. She is deeply involved in the development of new yoga products to ensure

highest comfort and fit for women as well as included in the development process of special adidas yoga workout plans. From her own personal knowledges she tells that yoga has experienced every aspect of her life including her performance in other sports. One of Yoga's least known benefits is that it can prevent injuries, which Rainbeau has been working with internationally renowned athletes. Based in LA, Rainbeau is also training various celebrities, actors and athletes such as former tennis player Stefanie Graf, Laila Ali and the new Zealand All Blacks player Jona Lomu just to name a few. Over the last years Rainbeau has transformed into a real celebrity herself. She has published several Yoga DVD's, played a role in various movies and has been actively involved in several charity events

adidas Better Place

The Rainbeau Mars Signature Line is part of the adidas Better Place Program. To be included within the Better Place Program, the materials must come from a sustainable source, be produced without dangerous chemicals, and be manufactured under the highest workplace standards with waste and energy management systems in place.

adidas is constantly reviewing this list as new information becomes available on where and how these environmentally sensitive materials are produced. Below are listed some examples from the short list of materials we currently allow, and why we believe these materials are preferable:

Recycling

At adidas, we source various recycled materials such as inlay soles, textiles, finishings, and rubber. Recycling is the reprocessing of old materials into new products, which prevents the waste of useful materials, reduces the consumption of fresh raw materials, and lowers the total amount of energy needed to extract and process virgin materials into new products.

Organic Cotton

Growing cotton organically means returning to farming the traditional way. Farmers use no genetically modified seeds, no synthetic fertilizers, no chemical pesticides, and no defoliant. All pest control is natural and all fertilizers are from organic composts.

Organic cotton is said to use less water than the growing of conventional cotton since the quality of soil it is grown in is better. Growing without toxic pesticides improves life standards of farmers and protects the water supply of the region.

Tencel®

This wood-based material, produced by Lenzing from independently certified, sustainably managed eucalyptus forests comes from a renewable source. The wood fibre is organically farmed, and manufactured in a closed-loop process, which means that there is no waste created during its processing. Tencel® is very biodegradable, and is seen as the best quality rayon on the market at the moment.

Recycled Polyester

Recycled polyester turns a waste product into a useful cloth. Made from plastic bottles and post-industrial waste, this cloth comes from chopped up and melted plastic spun into fibre, using waste that would otherwise have been burned or buried in a landfill.

For more information please go to www.adidas.com/Better-Place