

adidas Golf Wear In The World – Update #1

Testing Of adidas Golf Apparel and Footwear in the World’s Harshest Golf Conditions Finishes First Leg in Death Valley, CA & Continues in Bolivia

CARLSBAD, CA (November 24, 2009) – The journey began on Thursday, November 19th for Lindsay Knowlton and Josh Sullivan. The two “Wear in the World” golf adventurers had a dramatic helicopter send-off in front of fellow employees, family and local media members at company headquarters. TaylorMade-adidas Golf employees Knowlton and Sullivan who were selected to test adidas Golf’s apparel and footwear in the most extreme conditions via a 31-day golf adventure called “Wear in the World,” completed the first leg of their journey in Death Valley, CA and raced to their second stop in Bolivia.

Before the globe-trotting duo could catch their breath after an emotional goodbye with family, they were soaring over the beautiful San Diego coast line en route to Furnace Creek Golf Course to play the lowest elevated course in the world and put their ClimaCool® apparel to the test.

After a couple of adventurous days experiencing the many wonders of Death Valley National Park, Knowlton and Sullivan teed it up in the first of many extreme golf environments.

“It only took the tee shot on the second hole to remind us that we were here to put our games against extreme golf environments,” said Sullivan. “Golf Digest ranked Furnace Creek #50 on their survey of toughest courses in USA specifically because of the barometric pressure and its effect on the flight of a golf ball at the low elevation.”

To read more and follow the adventurer’s first trip in Furnace Creek and current experiences in La Paz, Bolivia, please [click here](#). Connect with adidas Golf on [Facebook](#) | [Twitter](#)

For video and high-res images, please go to: <ftp://ftp.taylormade-golf.com/>. user: publicrelations. password: \$hareFil3s (Folder: Wear in the World).

About adidas Golf’s Wear in the World Adventure

adidas Golf’s “Equipment for your Body” tagline is being put to the ultimate test as part of the company’s global “Wear in the World” golf adventure. The company is sending two of its employees on a globetrotting adventure of the world’s most extreme golf courses to test its ClimaCool®, ClimaLite® and ClimaProof® apparel and adidas footwear.

Canadian Lindsay Knowlton and American Josh Sullivan were selected from a global pool of candidates who went through an extensive interview process to determine who would best represent and enjoy playing the most extreme courses in Death Valley - United States, Bolivia, Argentina, South Africa and Australia. Each of the golfers will be tweeting, blogging and posting video segments as they play the world’s lowest- and highest-elevation golf courses as well as the world’s hottest and southern-most courses. In early 2010, they will embark on a Northern Hemisphere adventure that will take

them close to the North Pole, as far south as the Middle East, all across Europe, Asia and North America.

The Southern Hemisphere journey will take Knowlton and Sullivan to the following exotic destinations in order as listed below:

Furnace Creek, CA. USA – The world's lowest-elevation golf course at 214 ft below sea level, where they will wear ClimaCool® apparel

LaPaz Golf Club, Bolivia – The world's highest-elevation golf course at 10,800 ft above sea level, where they will wear ClimaCool®, ClimaLite® and FORMOTION apparel

Walker Bay Golf Resort, Argentina – The world's southern-most 18-hole golf course, where they will be wearing ClimaCool®, ClimaLite® and FORMOTION

Ushuaia, South Africa – Africa's southern-most golf course, where they will be wearing ClimaProof®, ClimaLite®

Alice Springs, Australia – The world's hottest golf course with temperatures in excess of 122 degrees, where they will be wearing ClimaCool® and FORMOTION

While in each region, Knowlton and Sullivan will also play a round of golf with adidas Tour Professionals such as Andres Romero, Nathan Green and Jason Day. They'll also experience local cultures, teach golf to aborigines and participate in thrill-seeking adventures such as cage diving with sharks in South Africa and mountain biking through Bolivia's "Death Road."

Each day of their adventure will be documented with video and blog entries that'll be featured on the adidasgolf.com and golf.com websites, as well as daily tweets and Facebook updates from Knowlton and Sullivan.

About the Technology

ClimaCool® - ClimaCool® is powered by 100% CoolMax® Extreme, a lightweight and highly breathable fabric that is one of the fastest drying fabrications on the market today. ClimaCool® also features mesh ventilation in critical heat zones, UPF 15+ protection, resists pilling, and is anti-microbial.

FORMOTION® - Sport-specific 3-dimensional engineering optimizes fit and comfort. Seam optimization/reduction mirrors muscle contours to eliminate restriction and irritation. Features mesh ventilation on back body for enhanced breathability and comfort. ClimaCool® with CoolMax Extreme® technology provides superior moisture management and breathability.

ClimaLite® - Plated hydrophilic technology wicks moisture away from the skin to a cotton face for quick evaporation to keep the athlete dry and comfortable.

ClimaProof® - All-weather protection engineered with highly weather-resistant fabrics provide protection from wind, rain and snow. Lightweight, soft fabrications result in a quieter, more comfortable garment. Offered in four levels of protection to battle specific weather conditions including: ClimaProof® Storm, ClimaProof® Rain, ClimaProof® Wind and ClimaProof® Wind Warm.

COOLMAX® fabric - The original moisture management fabric, helps move moisture away from the skin, helping keep people cool and comfortably dry. COOLMAX® Extreme performance fabrics are the highest level of COOLMAX® fabrics available, engineered and designed for the very serious sportsman and sportswoman when total focus on performance is key. To learn more about the COOLMAX® brand and family of COOLMAX® products, visit www.COOLMAXfabric.com.



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