

adidas Golf Wear In The World – Update #2

Testing Of adidas Golf Apparel and Footwear in The World's Harshest Golf Conditions Finishes Second Leg in La Paz, Bolivia & Continues In Argentina

Carlsbad, Calif. (December 2, 2009) – Nearing the midway point of their month-long global golf adventure, Lindsay Knowlton and Josh Sullivan have seen it all from the world's most extreme golf environments. Starting in Death Valley, Calif., and making the daunting initial journey to South America, the trip has given the adventurers a chance at breathtaking views, culture-shocking experiences, and some wildly unordinary playing conditions along the way.



Leaving the desert-dry Furnace Creek Golf Course for the damp, humid climates of the Southern Hemisphere on day 5, it wasn't long before Lindsay and Josh encountered a torrential downpour overwhelming enough to put their ClimaProof® outerwear to the test. Teeing it up at La Paz Golf Club in Bolivia, the duo tangled with the unfavorable morning skies.



"Thunder, lightning and hail the size of golf balls welcomed us as we woke up to our first day of golf in Bolivia," said Sullivan. "This adventure, however, is not about waiting out the elements."

The following days including an eye-opening visit into the heart of La Paz — where Lindsay found herself fascinated with the bustling traffic of Bolivia's capital city — and a faraway Thanksgiving holiday celebrated by mountain biking the perilous El Camino de La Muerte.

The adventurers' arrival in Argentina brought more excitement as Lindsay and Josh squared off against an adidas Golf employee twosome and won a friendly match at the new Pilara Golf Club, 2 and 1. Another highlight is set to come on Wednesday, as the globetrotting golfers will meet and play with TaylorMade-adidas Tour Staff Professional and native Argentine, Andres Romero.



To read more and follow the adventurer's rain-soaked round in Bolivia and other current experiences in Buenos Aires, Argentina, please [click here](#).

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

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

Walker Bay Golf Resort, South Africa – Africa's southern-most golf course, where they will be wearing ClimaProof® and ClimaLite® apparel

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

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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About Taylor Made Golf Company, Inc. dba TaylorMade-adidas Golf Company

TaylorMade Golf has led the golf industry's technological revolution since the company was founded in 1979. TaylorMade metalwoods, irons and putters have been used to win hundreds of professional golf tournaments around the world. In 1998, TaylorMade became a wholly owned subsidiary of the adidas Group. adidas Golf creates high-performance, technology-infused golf apparel and footwear worn by hundreds of professional golfers around the world. Ashworth, which became a brand of the TaylorMade-adidas Golf Company in 2008, creates relaxed, lifestyle-oriented golf apparel synonymous with authenticity and quality. Learn more about TaylorMade-adidas Golf and its brands at (866) 530-TMAG (8624) or www.taylormadegolf.com, www.adidasgolf.com, and www.ashworthgolf.com.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core segments such as adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 38,000 employees and sales of €10.8 billion.

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