

adidas Golf Wear In The World – Update #3

Testing Of adidas Golf Apparel and Footwear in The World's Harshest Golf Conditions Finishes Third Leg in Buenos Aires, Argentina & Continues In South Africa

Carlsbad, Calif. (December 8, 2009) – It's hard to imagine Lindsay Knowlton and Josh Sullivan finding a way to top a once-in-a-lifetime golfing adventure with TaylorMade-adidas Tour staff professional Andres Romero in Argentina, but that's exactly what they've done during their short stint in South Africa.

Starting in Johannesburg, the Wear in the World globetrotters got a taste of soccer fever as South Africa is the host nation for the 2010 World Cup, which is less than six months away. They were especially proud to see the global representation of adidas, one of the major sponsors of the World Cup, dominating the promotional excitement for next year's tournament.



After landing in Cape Town, the Wear in the World participants journeyed on a ferry ride to Robben Island before returning at sunset to catch a gorgeous evening sky from atop the local landmark, Table Mountain. While Lindsay and Josh truly cherished another breathtaking moment in their global adventure, the ultimate highlight of their time in South Africa would come the next morning, when they were set to tangle with great white sharks.

Making their way to the world's capital for the dangerous great whites, Gaansbai, the adventurers got to experience first hand the power, ferocity, and speed of creatures they had only before seen on television.

"Shark after shark approached the bait giving us one of the most adrenaline pumping experiences of our lives," said Knowlton. "One of the most amazing things about these creatures was how graceful they were despite their massive size. Even though we had one of the clearest days on record, these incredible animals would appear and vanish in an instant."

To read more and follow the adventurers through South Africa, including their participation in a social responsibility clinic for underprivileged local children, 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®, 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

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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