



NEWS RELEASE

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adidas Introduces New Los Angeles Sparks Uniforms

*30 Percent Lighter Uniforms Unveiled Today in Advance of Sparks' 15th WNBA Season
Feature Bold Wordmark of Team's Presenting Partner, Farmers Insurance*

LOS ANGELES – adidas today unveiled new Los Angeles Sparks uniforms with Revolution 30 technology and women's basketball specific TECHFIT base layers, featuring the bold wordmark of the team's presenting partner [Farmers Insurance](#).

The Sparks' 2011 jerseys are adorned with a large "FARMERS" wordmark above the player number, replacing the Farmers' logo-branded jerseys worn in 2009 and 2010. The new uniforms will also feature adidas' signature three stripes along the sides, while the Sparks will retain their customary color scheme worn since their inaugural season of 1997: gold with purple trim for home games, and purple with gold trim on the road.

Designed and developed by adidas and using the same technology on NBA courts, the uniforms are 30 percent lighter and dry twice as fast as previous WNBA uniforms to help keep athletes cooler, drier and more comfortable on the court. All 12 WNBA teams will wear the new uniforms beginning this season, which tips off on June 3 when the Sparks host the Minnesota Lynx at 8 p.m. at STAPLES Center.

"As competitors we want every advantage we can to play our best on the court," said 2008 WNBA Most Valuable Player [Candace Parker](#) of the Sparks. "Lighter uniforms that keep us cooler and drier on the court will keep us from getting too hot or uncomfortable so we can focus on our game and play even better."

"We are excited about the Sparks' new look as they take to the court in what we expect to be a very successful season," said Farmers' vice president of strategic marketing, Faye W. McClure. "The Farmers' marquee sponsorship with the Sparks is entering its third year and we are proud that our name is associated with such a solid organization."

Fans can get their first look at the new uniforms by attending the Sparks' 2011 WNBA Draft Party on Monday, April 11 from 11:30 a.m. to 2 p.m. at the ESPN Zone L.A. Live. For more information and to RSVP, [click here](#).

For additional details on the new adidas uniforms being worn by all WNBA teams in 2011, [click here](#). WNBA fan gear is available at [WNBAStore.com](#) and team retailers. Women's specific adidas TECHFIT basketball apparel will roll out at [Eastbay.com](#) beginning in May.

For Los Angeles Sparks group and season ticket information, call 877-44-SPARKS (772757) or visit [LASparks.com](#). Individual game tickets will go on-sale to the general public beginning Monday, April 11.

About the Los Angeles Sparks

The Los Angeles Sparks, an original Women's National Basketball Association team, enter their 15th season in 2011. The Sparks are one of six WNBA franchises that fall under the league's independent ownership model. Winner of back-to-back WNBA championships in 2001 and 2002, Los Angeles' roster

of star athletes includes 2008 WNBA MVP and Rookie of the Year Candace Parker, four-time WNBA champion and all-time leading scorer Tina Thompson, and two-time WNBA champion DeLisha Milton-Jones. The Sparks play their home games at STAPLES Center in the heart of downtown Los Angeles. For ticket information, call 877-44-SPARKS (772757) or visit LASparks.com.