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## Adidas Canada Teams Up With Throat Threads Apparel

For Immediate Release

BURLINGTON, Ontario Canada/EWORLDWIRE/Jan. 11, 2013 --- Throat Threads Apparel is extremely proud to partner with global sportswear company, adidas Group, to develop unique business units, starting with the launch of the men's underwear category in Canada for Fall 2013.

adidas enhances Throat Threads Apparels diverse portfolio of brands, and defines a segment of stylish and sophisticated accessories for the Canadian market.

"We are excited to strategically align adidas Canada with Russ and his team at Throat Threads Apparel," says Jim Gabel, president of adidas Group Canada. "Their expertise, extensive knowledge, resources and retail relationships makes them the best partner to capitalize and grow this unique aspect of our business in Canada."

As an innovative athletic brand, adidas underwear provides the best in classical technical performance and durability, featuring lightweight, ultra-soft fabrics for superior comfort and fit. Throat Threads will launch the adidas men's underwear collection for Fall 2013.

"Partnering with adidas is a dream come true," says Russ Fearon, president and CEO of Throat Threads Apparel. "It is one of the best brands in the world, and I am pleased to be able to utilize our strengths and fashion expertise to further develop and build the adidas brand in Canada."

"Throat Threads Apparel consistently exceeds the industry expectations with the many famous fashion brands within their target focus. We look forward to a long-lasting partnership with Throat Threads Apparel," adds Gabel.

### About adidas

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of over 13.3 billion euros in 2011.

### About Throat Threads

For 20 years, Throat Threads Apparel has worked with some of the most sought after international apparel, footwear and accessory brands in the world, by facilitating their successful entries into the Canadian retail environment. Throat Threads Apparel has developed an esteemed reputation as one of North America's leading fashion importers and distributes sportswear and accessory items for many recognizable brands including John Varvatos, Robert Graham, Napapijri, WRK, Base London Footwear, Ping and PVH neckwear. Learn more at <http://www.throatthreads.com>.

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