

# FOOT LOCKER, INC.

## NBA Star James Harden Stars In New Foot Locker Spot 'James Harden's Inner Voice'

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### Actor Colin Farrell is voice in Harden's head

NEW YORK, July 25, 2016 /PRNewswire/ -- Foot Locker, Inc. (NYSE: [FL](#)), the New York-based specialty athletic retailer, today debuted "[James Harden's Inner Voice](#)," a new commercial highlighting the brand's back-to-school campaign. The spot features NBA star James Harden and the voice of actor Colin Farrell.

The commercial opens on Harden at the gym, exuding confidence in his adidas apparel and Ultra Boosts. Harden compliments a couple of gym-goers on their own choice in sneakers. He reveals that his secret to looking fresh is being confident and always trusting the voice in his head. Viewers then hear Harden's inner thoughts, voiced-over by renowned Irish actor, Farrell.

"James and Colin are the perfect pair to highlight Foot Locker's offering of adidas product this back-to-school season," said Stacy Cunningham, vice president of marketing for Foot Locker. "Both stand out from the crowd and are known for their confident personalities. They are the embodiment of cool without having to say it, which is exactly how our consumers feel when they are wearing Foot Locker gear."

"As always, I'm excited to be partnering with Foot Locker for this commercial," Harden said. "All of my projects with the brand have been a lot of fun over the years. And Colin, as an inner voice, really complements my sense of humor."

The spot features a premium assortment of adidas apparel and adidas Ultra Boosts, available at Foot Locker stores nationwide and [footlocker.com](#) this back-to-school season.

The spot was created by worldwide agency BBDO.

### **About Foot Locker:**

Foot Locker is part of Foot Locker, Inc., a specialty athletic retailer that operates approximately 3,400 stores in 23 countries in North America, Europe, Australia, and New Zealand. Through its Foot Locker, Footaction, Lady Foot Locker, Kids Foot Locker, Champs Sports, SIX:02, Runners Point, and Sidestep retail stores, as well as its direct-to-customer channel, including [footlocker.com](#), [Eastbay.com](#), [SIX:02.com](#), [runnerspoint.com](#), and [sidestep-shoes.com](#), the Company is a leading provider of athletic footwear and apparel.

Additional information may be found at [footlocker.com](#) | Instagram: [@footlocker](#) | Twitter: [@footlocker](#) | YouTube: [youtube.com/footlocker](#) | Blog: [unlocked.footlocker.com](#) | Facebook: [facebook.com/footlocker](#) | App: [iOS](#) and [Android](#) #Approved

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