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Société : Adidas Group AG

ISIN : DE0005003404

Type de document : Communiqués d'information permanente / Vie de l'en

Date de publication : 15/12/2011 09:00

### adidas and UEFA Extend Partnership for European Club Football

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#### *adidas to supply official match balls for UEFA club football compet*

**Herzogenaurach / Nyon, December 15<sup>th</sup>, 2011** - adidas and UEFA today announced the € partnership for the UEFA Champions League, UEFA Europa League as well as the UEFA € Champions League. The deal will see adidas extend its long-term partnership for each com strengthening its position as the world's leading football brand.

As the Official Supplier Partner for the UEFA Champions League and the UEFA Europa Le: bespoke official match balls for both tournaments. In the new agreement, adidas will hold th exclusive UEFA Champions League and UEFA Europa League branded sportswear and wi Young Champions grassroots event as well as outfit the volunteers for both finals.

"Being associated with the biggest club tournaments in Europe - the UEFA Champions Lea allow us to further strengthen and extend our global football market leadership," said Herbe

Commenting on the agreement, David Taylor, CEO UEFA Events S.A. said:

"We are very pleased that adidas has chosen to renew and further extend its agreement wit football competitions. This extension proves the strength of our business relationship and ei heart of European club football. Our continued collaboration will bring new opportunities for European football to a worldwide audience."

adidas and UEFA have a shared history and passion for football which they aim to develop

- adidas will offer a high-performance product range worldwide featuring the insignia of UEFA Europa League

- Bespoke UEFA Champions League corners will be set up in all adidas own-retail stor for the tournament

- The UEFA Champions League match officials will sport a special kit featuring the UE

- adidas will offer a bespoke UEFA Champions League and UEFA Europa League app each respective final

- Further UEFA Champions League grass roots programs will be set up complete with apparel ranges

- adidas will also produce and supply the official match ball for the UEFA Women's Ch: Cup Finals.

#### **adidas producing official match balls since 1970**

adidas' experience in football production is unequalled. adidas has been making footballs si leading manufacturer, always at the cutting edge of technology.

adidas has supplied the official match balls to all major UEFA and FIFA tournaments since Official Supplier of the match ball for all UEFA Champions League games. The adidas Fina Champions League Final since the 2000/2001 season. adidas has also produced the officia League since the 2009/10 season.

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Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)[Picture: Herbert Hainer\\_Tango12](#)[Attachment: Press release adidas and UEFA Extend Partnership](#)

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HUG#1571596

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