

The Mexican Football Federation (FEMEXFUT) and adidas announce the extension of their successful partnership until 2018

Mexico City/Herzogenaurach, August 10th, 2010 – The Mexican Football Federation (FEMEXFUT) and adidas are proud to announce the extension of their successful partnership until the year 2018. This extension agreement comes as a result of the great relationship between both parties and a successful co-operation - both on and off the field. The jersey of the Mexican Football Federation was the best-selling adidas jersey of the 2010 FIFA World Cup South Africa™ with more than 1 million pieces sold.

“The extension of our partnership deal with the Mexican Football Federation confirms our commitment to long-term and successful partnerships. This is a great alliance between a team full of young stars with a bright future and the leading football brand in the world. We at adidas are already very much looking forward to shaping the future of football together with Mexico and preparing jointly for the next FIFA World Cups™”, commented Herbert Hainer, CEO of adidas Group.

“We feel honoured to have adidas as our official partner. We enjoy a fantastic partnership and our alliance has proven to be an extraordinary support for our teams, our federation and football in Mexico,” said Justino Compean, FEMEXFUT’s President.

adidas is Official Sponsor, Supplier and Licensee of the FIFA World Cup™. adidas thus provides the Official Match Ball and supplies the equipment for all officials, referees, volunteers and ball kids. In the recent World Cup in South Africa, adidas equipped more than 200 players and 12 teams: the World Champions Spain, host nation South Africa, Mexico, Argentina, Paraguay, Japan, Nigeria, Germany, France, Slovakia, Denmark and Greece. In addition, adidas is Official Partner of the European Football Union UEFA and the Confederation of African Football CAF. adidas is also Official Supplier to Major League Soccer (USA) and the UEFA Champions League. Moreover, adidas is Official Supplier to prominent football clubs including AC Milan, Chelsea FC, FC Bayern München, Liverpool FC, Olympique Marseille and Real Madrid. Additionally, stars such as Michael Ballack, David Beckham, Diego Forlán, Kaká, Lionel Messi, Arjen Robben, Bastian Schweinsteiger and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

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