

**adidas and A.C. Milan  
announce the extension of their sponsorship deal until 2017**

**Amsterdam/Milan, January 14, 2008** – adidas and A.C. Milan today announced the extension of their sponsorship deal until the end of 2017. Under the new agreement adidas will also design, produce, distribute and promote a wide range of non-sport related A.C. Milan merchandising articles.

“We have been partners with A.C. Milan since 1998 and this has allowed us to share so many exciting victories. And we are looking forward to many more incredible seasons like this past one,” said Herbert Hainer Chairman and CEO of the adidas Group. “Every day adidas and A.C. Milan will work side by side to create more innovative products and to continue making football the most beautiful sport in the world.”

“A.C. Milan and adidas are a strong couple. We share strategic visions, internationality and attitude to innovation,” commented Adriano Galliani, Vice President and Managing Director of A.C. Milan. “We started with a traditional supplying contract and today we officially give adidas the worldwide licensing rights of our brand.”

During the 10-year partnership with adidas, A.C. Milan added nine titles to its list of trophies: two Serie A titles, one Coppa Italia, one Italian Super Cup, two UEFA Champions Leagues, two UEFA Super Cups and one FIFA Club World Cup. Three of these titles were won in 2007.

As the world’s number one football brand, adidas is the official sponsor and ball supplier of the most important UEFA and FIFA football tournaments. In addition, adidas has partnerships with football federations such as Argentina, China, Denmark, France, Germany, Greece, Japan, Nigeria, Spain and South Africa, the host of the 2010 FIFA World Cup™. Other prominent clubs, such as Chelsea FC, FC Bayern Munich, Liverpool



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FC and Real Madrid, also endorse adidas products. Additionally, individual players like Xabi Alonso, Michael Ballack, David Beckham, Steven Gerrard, Lionel Messi, Kaká, Raúl, Juan Román Riquelme and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

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**Contacts:**

**Media Relations**

Jan Runau  
Chief Corporate Communications Officer  
Tel.: +49 (0) 9132 84-3830

Anne Putz  
Head of Corporate PR  
Tel.: +49 (0) 9132 84-2964

Kirsten Keck  
Corporate PR Manager  
Tel.: +49 (0) 9132 84-6207

**Investor Relations**

Natalie M. Knight  
Vice President Investor Relations  
Tel.: +49 (0) 9132 84-2187

Hendric Junker  
Senior Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

John-Paul O'Meara  
Senior Investor Relations Manager  
Tel.: +49 (0) 9132 84-2751

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