

**adidas and Ajax Amsterdam  
announce the extension of their sponsorship deal until 2019**

**Amsterdam, April 2, 2008** – adidas and Ajax Amsterdam today announced the extension of their sponsorship deal until the end of 2019.

“We are proud to extend our relationship and continue the excellent partnership we have built together with Ajax. We believe in the future of the club and are very enthusiastic about the national and international development plans the club has shared with us,” said Gil Steyaert Managing Director of adidas Area North.

“We are obviously very excited with the confidence adidas has expressed in the future of Ajax. Both the contract length as well as the contract value match our vision and plans,” Ajax club management commented.

During the 8-year partnership with adidas, record holding Dutch National League Champion Ajax Amsterdam added 9 titles to its list of trophies: 2 National Championships, 3 National Cup titles, 4 Dutch Super Cup titles.

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 FC, A.C. Milan and Real Madrid, also endorse adidas products. Additionally, individual players like Xabi Alonso, Michael Ballack, David Beckham, Steven Gerrard, Robin van Persie, 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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