

For immediate release

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Mexican Football Association and adidas Announce Sponsorship Deal

Mexico City/Herzogenaurach – adidas and the Mexican Football Federation (FMF) announced yesterday that they have entered a long-term partnership until 2014. The partnership is a natural alliance between the No. 1 football brand and one of the most important federations in Latin America and worldwide.

Under the terms of the agreement, which comes into effect January 10, 2007, adidas will supply all national teams of the FMF including the U-17 team, the current FIFA World Champions in their category. 20 years after the legendary FIFA World Cup™ in Mexico, where adidas was the official partner of the Mexican national team, both partners will work together again in order to promote football on all levels.

adidas has partnerships with football federations such as Germany, the host of the FIFA World Cup 2006™, European Champions Greece, Asian Champions Japan, Olympic Champions Argentina, Vice-World Champion France, South Africa, the host of the 2010 FIFA World Cup™, as well as China, Spain, Nigeria, Denmark, Venezuela and Guatemala.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 25,000 employees and sales of around € 9.5 billion.

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