

## **DFB And adidas Agree On Long-Term Extension Of Successful Partnership**

**Herzogenaurach, August 27, 2007** – The German Football Association (DFB) and adidas today announced the long-term extension of their successful partnership of more than 50 years until the year 2018. The extension of the agreement is the result of a settlement which the Arbitration Court had advised both parties to reach following detailed and intense negotiations. Under the new endorsement agreement, adidas will remain Official Outfitter of the DFB until the end of 2018 and will continue to supply the complete ranges of match, training and leisure apparel for all DFB teams.

Moreover, the new agreement focuses on supporting further development of football in Germany on all levels in a sustainable way. This includes intense collaboration with the football associations on a regional level, promotion of young talents, cooperation in numerous social projects as well as involvement in the setting-up of mini pitches.

“The cooperation between adidas and the DFB is undeniably something very special. There are only few other examples in the world of such a strong and proven partnership between a company and a federation. I am glad to see one of the longest and most successful partnerships in sport continue with this new agreement,” said Herbert Hainer, Chairman and CEO of adidas AG.

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Dr. Theo Zwanziger, DFB President, stated: "The DFB is looking forward to continuing the cooperation with adidas. In addition to our national teams - which will always be in the spotlight with their successes in sport - new social projects and initiatives will also be supported within this proven partnership in the future."

Together, the DFB and adidas look back on a partnership of over fifty years, highlighted by joint successes such as the three World Cup titles of 1954, 1974 and 1990 as well as winning the European Championships in 1972, 1980 and 1996.

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