

adidas and Spanish Football Federation announce the extension of their sponsorship deal until 2014

Amsterdam/Madrid, November 15, 2007 – adidas and the Royal Spanish Football Federation (RFEF) yesterday announced the extension of their sponsorship deal until the end of 2014. Partners for over 20 years, adidas supplies all national teams of the RFEF including the U-17 team, current European Champions and World Cup finalists and the U-19 team, current European Champions.

“The extension of our sponsorship deal with the Spanish Football Federation confirms a long-term and successful partnership and it is a natural alliance between the number one football brand and a leading football federation. I am proud to see that one of the main partnerships in the Spanish sport market continues with this new agreement,” said Guenter Weigl, Managing Director of adidas Iberia.

“We are very proud to have adidas as our official partner. This agreement allows us to continue to have great support from adidas, which is clearly the leading football brand in the world,” commented Ángel María Villar, President of the Spanish Football Federation.

As the Official Sponsor of UEFA EURO 2008™ in Switzerland and Austria next year, adidas will supply the Official Match Ball of the tournament and will outfit the officials, referees, volunteers and ball boys. In addition, adidas has partnerships with football federations such as Argentina, China, Denmark, France, Germany, Greece, Japan, Nigeria and South Africa, the host of the 2010 FIFA World Cup™. Prominent clubs, such as AC Milan, Chelsea FC, FC Bayern Munich, Liverpool 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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