

**For immediate release****July 24, 2009****adidas and UEFA expand partnership for European club football*****adidas to supply match balls for UEFA club football competitions***

**Nyon/Herzogenaurach** – adidas and UEFA today announced the extension of their long-term partnership for the UEFA Champions League and also an agreement for the newly created UEFA Europa League as well as UEFA Super Cup. adidas is thus further strengthening its position as Europe's leading football brand, supporting for the first time all official UEFA club football competitions.

For the competitions in the 2009/10 season, adidas, together with UEFA, has designed three match balls that meet the very highest demands of modern football.

The design of the official match ball for the UEFA Champions League 2009/10 season is based on the widely recognized, eye-catching starball logo of the UEFA Champions League. All games from the play-off round to the semi-final will be played with the adidas Finale 9. The match ball for the UEFA Champions League Final in Madrid on May 22nd, 2010 will be unveiled at the beginning of next year.

The design of the official match ball for the UEFA Europa League is based on the official logo of this new competition. All games of the UEFA Europa League – including the Final in Hamburg on May 12th, 2010 – will be played with the new ball.

adidas has also designed a futuristic match ball to be used in the UEFA Super Cup game at the Stade Louis II in Monaco on August 28th, 2009.

Like the "Finale Rome" and the "EUROPASS" (the match ball for the UEFA EURO 2008™), all three balls feature the new surface structure PSC-Texture™. This surface structure allows players to control and direct the ball perfectly in all weather conditions. The PSC-Texture™ consists of a sophisticated and extremely fine structure on the ball's outer skin that guarantees optimum grip between ball and boot. Due to the usage of this material, the ball texture feels like goose bumps. All three new balls are also constructed out of 14 panels using revolutionary Thermal Bonding Technology.

The adidas Finale 9 and the UEFA Europa League ball are available at retail worldwide starting immediately.

adidas and UEFA have a shared history and a shared passion for football which they aim to develop further on all levels:

- adidas will offer a high-quality product range worldwide featuring the insignia of the UEFA Champions League and UEFA Europa League
- The UEFA Champions League match officials will sport a special kit featuring the UEFA starball design
- adidas will be on site in a different city before every match day to support the UEFA Europa League, conducting a number of events for the fans and promoting the sale of merchandise

**adidas producing official match balls since 1970**

adidas' experience in football production is unequalled. adidas has been making footballs since 1963 and is now the world's leading manufacturer, always at the cutting edge of technology.

adidas has supplied the official match balls to all major UEFA and FIFA tournaments since 1970, and since 2006 is also the Official Supplier of the match ball for all UEFA Champions League games. The adidas Finale ball has been used for the UEFA Champions League Final since the 2000/2001 season. Since 2008, adidas is also the Official Supplier of the match ball for the Africa Cup of Nations organized by the Confederation Africaine de Football (CAF). Starting from the 2009/10 season, the UEFA Europa League will also be played with adidas balls.

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