

For immediate release

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adidas and Football Federation of Ukraine announce long-term partnership until end of 2016

Kiev – adidas and the Football Federation of Ukraine (FFU) today announced a long-term partnership until the end of 2016. Both partners will work together in order to promote football on all levels. Under the new agreement effective as of January 1, 2009, adidas will supply all FFU teams.

The National Team of Ukraine will first wear adidas when playing Slovakia in a friendly on February 10. Jerseys with the new adidas design for all FFU teams are available in retail starting today.

"I am looking forward to a long-term partnership with the Football Federation of Ukraine. Ukraine has a strong team with huge potential that perfectly fits our portfolio of leading football symbols worldwide. This alliance will also further strengthen adidas' position as the No. 1 brand in a growth market," said Herbert Hainer, CEO and Chairman of adidas AG.

"The Football Federation of Ukraine is entering a new cooperation with one of the leading sports brands in the world. adidas is the undisputed market leader in Ukraine and is popular among football players as well as among their fans. The long-term agreement that we announce today not only enables us to equip our national team with state-of-the-art products, but will also help to further promote football in Ukraine. FFU and the national team have set themselves ambitious objectives, and the collaboration with adidas will help us to reach our goals," emphasized Grigoriy Surkis, President of the Football Federation of Ukraine.

As the world's number one football brand, adidas is the Official Sponsor and ball supplier of the most important FIFA and UEFA football tournaments, including the 2010 FIFA World Cup South Africa™ and the UEFA Champions League. In addition, adidas has partnerships with football federations such as Argentina, China, Denmark, France, Germany, Greece, Japan, Nigeria, Russia, Spain and South Africa, the host of the 2010 FIFA World Cup™. Many prominent clubs, such as Chelsea FC, FC Bayern Munich, Liverpool FC, AC Milan, Real Madrid and Dynamo Kiev, also endorse adidas products. Additionally, individual players like Michael Ballack, David Beckham, Karim Benzema, Steven Gerrard, Kaká, Lionel Messi, Raúl and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

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 three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 37,000 employees and generated sales of € 10.3 billion in 2007.

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