

### **Hellenic Football Federation and adidas announce the extension of their sponsorship deal until 2012**

**Amsterdam/Athens, October 19, 2007** – Today, adidas and the Hellenic Football Federation (HFF) announced the extension of their sponsorship deal until the end of 2012. Both partners will continue working together in order to promote football on all levels. adidas supplies all national teams of the HFF including the U-19 team that reached the final of this year's UEFA European Under-19 Championship.

"The extension of our sponsorship deal with the Hellenic Football Federation confirms a long-term and successful partnership which started in 2004. The partnership is a natural alliance between the No. 1 football brand and the 2004 European Champions," said Herbert Hainer, Chairman and CEO of the adidas Group.

"With the tremendous success at UEFA EURO 2004™ in Portugal, the Greek national football team has clearly proven that sport is about achieving the impossible," said Vassilios Gagatsis, the President of HFF. "We are proud to have adidas as our Official Partner and our primary objective will remain to enhance and build a long and dynamic partnership for the forthcoming years."

European Champions Greece on Wednesday qualified for the UEFA EURO 2008™. 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 supply the equipment for the officials, referees, volunteers and ball boys. In addition, adidas has partnerships with football federations such as Argentina, China, Denmark, France, Germany, Japan, Nigeria, Spain 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 Michael Ballack, David Beckham, Steven Gerrard, Lionel Messi, Kaká, Raúl and Juan Román Riquelme represent their respective clubs wearing state-of-the-art adidas football equipment.

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