



Union des associations européennes de football



Media Release

Date: 24/07/2009

Communiqué aux médias

No. 086

Medien-Mitteilung

adidas expand partnership for European club football

adidas to supply match balls for UEFA club football competitions

UEFA today announced the extension of its long-term partnership with adidas for the UEFA Champions League together with an agreement for the Super Cup and the newly created UEFA Europa League.

The three-year deal will run until the end of 2011/12 season and will see adidas not only further strengthening its successful association with the UEFA Champions League but also providing for the first time the official match ball for all UEFA Europa League matches.

adidas match balls will be used in all UEFA Champions League matches from the play-off round onwards, with a new official match ball design for each season and a special match ball for each UEFA Champions League Final. The design of the official UEFA Europa League match ball is based on the official logo of the competition.

In addition, adidas will further promote the UEFA Champions League and UEFA Europa League through a series of initiatives, including:

- UEFA Champions League match officials, for the first time, wearing a special kit featuring the UEFA Champions League starball design
- A truck will travel each match week to a different city in Europe to promote UEFA Europa League

Furthermore, adidas will be extending the range and global retail presence of its UEFA Champions League products as well as developing and selling a wide-range of official UEFA Europa League products in Europe and beyond.

Commenting on the agreement, Philippe Le Floc'h, UEFA Marketing Director said:

"We are very pleased that such a global player has chosen to renew and further extend its agreement with UEFA and with the European club competitions. This extension proves what a strong relationship we have and that UEFA's club competitions are an extremely important part of adidas' global football communications strategy. We are sure that the platform will provide adidas with excellent opportunities to develop their prestigious brand and promote their football products across the world".

Klaus Filbry, adidas Vice President Global Sports Marketing Football, commented:

"We are delighted about this further step in our great partnership with UEFA. Collaboration in the world's most important club competitions opens up new possibilities for us and further strengthens our unique position in football. Together with UEFA, we will continue to help enhance the attractiveness of European club football for fans and players alike with our products."

TEAM Marketing AG is the exclusive marketing agency of UEFA for the UEFA Champions League.

**For further information:
UEFA Media Services: ++41 848 04 27 27**

Route de Genève 46
CH-1260 Nyon 2
Tel. +41 848 04 27 27
Fax +41 22 707 28 38
media@uefa.ch
uefa.com