



Union des associations européennes de football



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## ***adidas becomes UEFA EURO 2004™ National Supporter***

**adidas to supply equipment for UEFA EURO 2004™ and other UEFA tournaments**

UEFA today announced that an agreement has been reached with adidas to act as National Supporter, Licensee and the exclusive Ball Supplier for UEFA EURO 2004™.

The deal with adidas means that they will supply sports equipment and the official match balls for the competition as well as providing high-quality products in support of UEFA's many youth, women's, futsal and amateur tournaments. adidas will also provide support to UEFA's football development via the technical and grassroots sectors.

adidas has acquired a branded sportswear license to market high quality UEFA EURO 2004™ licensed merchandise globally.

Commenting on the agreement UEFA CEO Gerhard Aigner, said:

"UEFA and adidas go back a long way and I am delighted that we have renewed this partnership for the forthcoming UEFA European Football Championship to be held in Portugal. Their support in supplying official match balls, footwear, apparel and accessories will be invaluable.

"I am also pleased that they will continue their involvement right through the structure of the game and will support youth, women's and grassroots football."

Gilberto Madaíl, Portuguese Football Federation President and Chairman of the Board of Euro 2004, S.A welcomed the new National Supporter by saying:

"Throughout the years, adidas has had a long-standing relationship with UEFA, supporting the UEFA European Football Championship. I am delighted that adidas will also be present at UEFA EURO 2004™ and warmly welcome the news of this partnership."

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Erich Stamminger, member of the Executive Board of adidas-Salomon AG responsible for Global Marketing said:

“adidas is the world’s leading football brand. UEFA EURO 2004™ offers our brand a unique platform from which to further extend that leadership. UEFA EURO 2004™, the UEFA Champions League and the FIFA World Cup are where the best meet the best and therefore a natural place for our brand to be.

“Portugal is extremely passionate about football and so are we. UEFA EURO 2004™ will be a unique football celebration and adidas is going to be at the heart of it. We are convinced that UEFA EURO 2004™ will prove to be a great success for Portugal, the sport and our brand.”

The Official Partners are Canon, Carlsberg, Coca-Cola, Hyundai, JVC, McDonald’s and MasterCard. NTT/Verio and Portugal Telecom are Official IT Partners. Other National Supporters for UEFA EURO 2004™ are BPI, CTT Correios, GALP Energia, Navigator, Vista Alegre with Eurovision acting as Broadcast Partner.

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