

The Spanish Football Federation and adidas announce the extension of their successful partnership until 2018

Madrid, February 7, 2011 - adidas and the RFEF (Spanish Football Federation) are proud to announce the extension of their sponsorship agreement, extending the relationship until December 2018. The extension agreement comes as a result of the close relationship between both parties over the last 30 years and successes achieved together – most notably with the Spanish team winning the UEFA EURO 2008™ as well as the 2010 FIFA World Cup™.

“We are very proud and excited to announce the extension of our successful partnership with the Spanish Football Federation RFEF. adidas is the global leader in football and Spain is currently the strongest team in the world which makes this partnership a perfect fit,” said Herbert Hainer, CEO of the adidas Group. “We are looking forward to continuing our successful partnership and to supporting the Spanish Federation in their future successes.”

“We are really glad to have adidas as our official sponsor. This agreement allows us to count on the support of adidas, which is without doubt the leading football brand. We are going to continue our partnership with them to support the world of football in every aspect,” said Ángel María Villar, President of the RFEF.

Both bodies will continue working together to promote football at all levels. adidas sponsors every team of the RFEF, including the U-17 team who are the current runner-up in Europe and third in the world, as well as the U-19 team who are the current runner-up in Europe.

adidas is Official Sponsor, Supplier and Licensee of the FIFA World Cup™. adidas thus provides the Official Match Ball and supplies the equipment for all officials, referees, volunteers and ball kids. In the 2010 FIFA World Cup™ in South Africa, adidas equipped more than 200 players and 12 teams: the World Champions Spain, host nation South

Africa, Mexico, Argentina, Paraguay, Japan, Nigeria, Germany, France, Slovakia, Denmark and Greece. In addition, adidas is Official Partner of the European Football Union UEFA and the Confederation of African Football CAF. adidas is also Official Supplier to Major League Soccer (USA) and the UEFA Champions League. Moreover, adidas is Official Supplier to prominent football clubs including AC Milan, Chelsea FC, FC Bayern München, Liverpool FC, Olympique Marseille and Real Madrid. Additionally, stars such as Michael Ballack, David Beckham, Diego Forlán, Kaká, Lionel Messi, Arjen Robben, Bastian Schweinsteiger and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

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