

**For immediate release**

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## **adidas and Russian Football Union announce long-term partnership until 2018**

**Moscow** – adidas and the Russian Football Union (RFU) today announced a long-term partnership until 2018. Both partners will work together in order to promote football on all levels. Under the new agreement effective as September 1st, 2008 adidas will supply all RFU teams including the Olympic football team.

The Russian National Team will first wear adidas when playing Wales on September 10 in Moscow in the qualifying match for FIFA World Cup 2010™. Jerseys with the new adidas design for all RFU teams will be available in retail in spring 2009. adidas has a long history and strong retail presence in this fast growing market with over 300 own stores giving athletes and consumers access to a unique brand experience and the equipment to achieve their personal best.

"adidas is the clear market leader in Russia, a country known for world-class athletes and enthusiastic fans. We are looking forward to this long-term partnership with the Russian Football Union because it constitutes a perfect alliance between the global Number One football brand and a strong team with a huge potential," said Herbert Hainer, CEO and Chairman of adidas AG.

"The Russian Football Union enters a new phase of collaboration with the largest sportswear producers. adidas is a key player in the market and is very popular in Russia among athletes and sports enthusiasts playing football. We have warmest memories of the Soviet National teams successfully performing at various international sports event in the three-stripped apparel. Now we've signed a completely new long-term partnership with adidas that allows us not only to equip our national team, to take our youth and children's football to a new level, but to popularize this number one sport as a Russian national idea for the entire society. The Russian Football Union strives to bring football in Russia to the new level, to develop this sport and to strengthen the fundamentals of the football industry. We believe our partnership with adidas will help us to achieve our goals," commented Vitaliy Mutko, the Minister of Sports, Tourism And Youth Policy of Russian Federation and President of the Russian Football Union.

As the world's number one football brand, adidas is the Official Sponsor and ball supplier of the most important UEFA and FIFA football tournaments. In addition, adidas has partnerships with football federations such as Argentina, China, Denmark, France, Germany, Greece, Japan, Nigeria, Spain and South Africa, the host of the 2010 FIFA World Cup™. Other prominent clubs, such as Chelsea FC, FC Bayern Munich, Liverpool FC and Real Madrid, also endorse adidas products. Additionally, individual players like Karim Benzema, Michael Ballack, David Beckham, Steven Gerrard, Lionel Messi, Kaká, 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 34,000 employees and sales of EUR 10.3 billion.

### **About RFU**

The Russian Football Union is the All-Russian sports public organization. The RFU aims first of all to develop and popularize football in Russia. The RFU is the only Russian football organization officially acknowledged by FIFA. Today the RFU unites 2.5 million players, 44,000 clubs, 156,000 teams and 37,000 referees.

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