

“Flourish in this fortune’s blessing”

adidas and DFB present new kits for National Women’s Football Team

Herzogenaurach/Frankfurt - March 17th, 2011. One hundred days before the kick-off of the FIFA Women’s World Cup 2011™, the German National Women’s Football Team have received their new kit. adidas and the German Football Federation presented the team’s new home and away strips on Thursday in Frankfurt at the “100 Nights Club” event.

For the first time, the reigning world and European champions will be wearing a football kit that has been designed by women for women. The slightly waisted cut and the round, elegant numbers on the back give the design a feminine touch. Another eye-catching feature is the collar of the shirts which bears the words “Blüh im Glanze dieses Glückes” [Flourish in this fortune’s blessing] borrowed from Germany’s national anthem. In addition the kit is equipped with ClimaCool® technology to keep the body cool and dry when in action. Because of its high elastane content, the breathable material feels soft and comfortable against the skin. In keeping with tradition, the home shirt is white. The shorts, which are also made of light, elastic material, are black, and the wide, gold-coloured waistband rounds off the outfit’s modern and highly feminine look.

In addition to the home strip, the national team, whose head coach is Silvia Neid, have also received a new away strip. The alternative colour for the German team is dark red. The central elements of the away strip’s design are the gold numbers on the back of the shirt, the waving German flag, the colour progression and the words at the collar “Flourish in this fortune’s blessing”. The team will also be furnished with completely new training kit including items for sports such as running and cycling, as well as outdoor and adidas Originals products.

“I was inspired by football’s fast, dynamic movements,” said designer Annette Kres of the new look. “These qualities are reflected in small design features in the kit. For example, the colour progression in the red away strip stands for the sport’s dynamism. The stylised, waving German flag and the eleven lines on it symbolise the eleven members of the national team. This design element can also be seen elsewhere, for example on the official World Cup matchball, the adidas SPEEDCELL.”

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“It is a fantastic feeling to get a kit that has been designed exclusively for us for the first time – and right in time for the World Cup in our own country. The feminine style and the modern design are perfect for our team,” said Kim Kulig, a member of the national squad.

The German national women’s football team kit will be on sale from March 18th at the adidas online shop (www.shop.adidas.com), adidas Sport Performance Stores, the DFB Fan Shop (www.dfb-fanshop.de) and from specialist retailers. Replica kits cost € 59.95 in adult sizes XS to XL. A special DFB Replica T-shirt is available for male fans in sizes S – 3XL (€ 34.95) and children in sizes 128 – 176 (€ 29.95).

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