

adidas and FC Bayern Munich extend successful partnership until 2020 and present new home jersey for the 2011/2012 season

Munich/Herzogenaurach, April 19th, 2011 - FC Bayern Munich and adidas, partners now for 50 years, have extended their partnership agreement until 2020. In addition, the new home jersey for the coming season was officially presented for the first time today at the Allianz Arena.

“adidas and FC Bayern Munich are united by far more than just a partnership of many years as sponsor and supplier. Our partnership is a unique story of success to which we have added another outstanding chapter with the extension of our agreement,” commented Herbert Hainer, CEO of the adidas Group and Deputy Chairman of the Supervisory Board of FC Bayern Munich AG.

“We are delighted that the long-standing partnership between FC Bayern Munich and adidas, which is characterized by mutual trust and respect, will continue for at least another eight years. Together, adidas and FC Bayern will continue to stand for success,” stated Karl-Heinz Rummenigge, Chairman of FC Bayern München AG. *“For me personally, the new home jersey that we are presenting today is one of the finest FC Bayern has ever had. We are looking forward to playing in it!”*

Sporting the club's motto “Mia san mia” (we are who we are), the home jersey embodies a special feeling of togetherness. The new outfit features numerous details, such as the “Mia san mia” logo which is incorporated in the collar in traditional lettering. The central design element is made up of integrated vertical stripes representing the “Munich Child”, the figure depicted on the official coat of arms of Munich. The matching shorts and socks are in dark red, with gold stripes and design accents lending the team's outfit a supremely elegant touch.

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The new FC Bayern home jersey will celebrate its debut at the home game against VfB Stuttgart on May 14th and will be available starting on May 13th from FC Bayern (at www.fcbayern.de/shop and in all fan shops), and from May 16th in the adidas online store (www.shop.adidas.com) as well as in specialist retail stores (adults € 74.95, sizes S-XXXL; children € 54.95 €, sizes 128-176).

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The press release, images of many players in the new jersey and video material for TV and online platforms is also available online at <http://adidas.synapticdigital.com/de>.