



## adidas and the Argentine Football Association announce the extension of their successful partnership until 2022

**Buenos Aires, July 2011** - adidas and the AFA (Argentine Football Association) are proud to announce the extension of their sponsorship agreement, extending their current relationship until December 2022. The extension agreement comes as a result of the close relationship between both parties that started over 37 years ago. At the 1974 FIFA World Cup™ in Germany Argentina wore already adidas jerseys.

"We are very proud and excited to announce the extension of our successful partnership with the Argentine Football Association. adidas is the global leader in football and Argentina is without any doubt one of the strongest team in the world," said Herbert Hainer, CEO of the adidas Group. "Therefore, we are very much looking forward to continuing our successful partnership and to supporting AFA in their preparation for the FIFA World Cup™ 2014 in Brazil and beyond."

"We appreciate the continuity and the confidence of adidas. It contributes to build an unbreakable bond with AFA. This agreement fully satisfies AFA and brings important values to continue to develop football in Argentina", said Julio Grondona, president of AFA, and added:

"AFA is committed and will continue wearing the shirt with pride all around the world."

In addition to this, both adidas and AFA will continue working together to promote football at all levels and age-groups of the game, both in Argentina and globally.

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 Latin America, adidas sponsors the football federations of Argentina, Colombia, Mexico, Paraguay and Venezuela.

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, C.A. River Plate, Chelsea FC, FC Bayern München, Liverpool FC, Olympique Marseille and

Real Madrid. Additionally, stars such as Lionel Messi, Michael Ballack, David Beckham, Diego Forlán, Kaká, Arjen Robben, Bastian Schweinsteiger and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

## **Contacts**

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