



adidas Presents The Official Match Balls for The 2011/12 UEFA Club Competitions

- Cutting-edge design and proven technology for Europe's elite -

Herzogenaurach / Monaco, August 25th, 2011 - Today, adidas presented the Official Match Balls to be used during the 2011/12 UEFA Champions League, UEFA Europa League and UEFA Super Cup tournaments.

The Finale 11 - The Official Match Ball for the 2011/12 UEFA Champions League Season



The design of the Finale 11, the Official Match Ball for the 2011/12 UEFA Champions League season, builds on the tradition of the iconic UEFA star ball. The Finale 11, which is now eleven years into its development, features an updated colour story that highlights the broad appeal of football by using a myriad of colour symbolizing every team, every player, every stadium and ultimately every fan. The ball also has a bold, loud and young star graphic throughout. The adidas Finale 11 is the second season ball on which the famous UEFA Champions League star panel shape is integrated in the technology of the ball.

The variation of colours ranges from red through to green, purple and yellow inside the star panels and is combined with a traditional dark border. In line with adidas' continued advancements in ball technology, the Finale 11 has a diamond texture that gives even more grip for enhanced control and also features thermal bonding which creates a seamless surface.

All games in the group stages of the UEFA Champions League will be played with the adidas Finale 11, with the match ball for the knock-out phase of the competition including the UEFA Champions League Final in Munich, Germany on May 19th, 2012 being unveiled in 2012.

The Official Match Ball for the 2011/12 UEFA Europa League



As the Official Match Ball supplier for the UEFA Europa League since the commencement of the tournament, adidas developed the Official Match Ball in line with the visual language of the logo and brand colours of the competition.

The UEFA Europa League Official Match Ball 2011/2012 is an evolution of the 2010/2011 ball, continuing the colour story but also featuring a new grip technology as seen on the UEFA Champions League Finale 11 ball. The design is inspired by the UEFA Europa League trophy incorporating the competition colours, whilst the improved Grip Texture means even more grip in any weather condition.

All games of the UEFA Europa League - including the Final in Bucharest on May 9th, 2012 - will be played with the new ball. The adidas Finale 11 and the 2011/12 UEFA Europa League ball are now available at retail stores worldwide.

The Official Match Ball for the UEFA Super Cup 2011

Following the successful launch of its first Official Match Ball for the UEFA Super Cup in 2009, adidas will continue to offer a specially designed ball to mark the prestigious occasion. The design of the ball takes inspiration from the colours of the UEFA Super Cup logo, as well as the colours of the respective teams competing in the game - FC Barcelona and FC Porto. As with the UEFA Europa League ball, the UEFA Super Cup ball features the industry-leading Grip Texture technology.

The ball will take to the field on August 26th, 2011 when the winners of last season's UEFA Champions League, FC Barcelona, meet the winners of last season's UEFA Europa League, FC Porto, at the Stade Louis II in Monaco. The ball will be sold in selected retail outlets throughout Europe and exclusively at the UEFA Super Cup in Monaco making it a true collector's item.

adidas and UEFA

adidas have produced the Official Match Balls for UEFA tournaments since 1970 and together share in a passion for football development. For the 2011/12 season:

- adidas will offer a high-quality product range worldwide featuring the insignia of the UEFA Champions League and UEFA Europa League
- The UEFA Champions League match officials will wear a specially designed kit inspired by the competition brand
- adidas will be on site throughout cities in Europe before every match in support of the UEFA Europa League hosting a number of events for fans

For further information on adidas products and services please visit - www.adidas.com/football or www.adidasnewsstream.com.

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Notes to Editors:**adidas Production of Official Match Balls Since 1970**

adidas' experience in football production is unequalled. adidas has been making footballs since 1963 and is now the world's leading manufacturer, always at the cutting edge of technology. adidas has supplied the official match balls to all major UEFA and FIFA tournaments since 1970, and since 2006 is also the Official Supplier of the match ball for all UEFA Champions League games. The adidas Finale ball has been used for the UEFA Champions League Final since the 2000/2001 season. Since 2008, adidas is also the Official Supplier of the match ball for the Africa Cup of Nations organized by the Confederation Africaine de Football (CAF). And since the 2009/10 season, the UEFA Europa League is also played with adidas balls.

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