



ECB Media Release

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**ECB renews agreement with adidas to be England's official team-wear supplier for a further four years**

ECB today announced that adidas has renewed its agreement to be the official team-wear supplier to the England team for a further four years.

The new agreement will run from 2013 to 2017 and will give the sportswear manufacturer the exclusive right to supply match and training wear to all England teams from Test, One-Day and T20 sides through to England Lions, EPP, England women and England disabilities teams.

It is the second major financial deal secured by the ECB Commercial team in recent weeks following the announcement earlier this month of Investec as the new title sponsor for Test Match cricket in a ten-year deal.

adidas became England's official team-wear supplier in 2008 and is one of ECB's key Commercial partners. The partnership gives adidas a range of marketing rights around the England team and the right to design and market official England team-wear.

Commenting on the deal, John Perera ECB Commercial Director said: "Major global brands want to be associated with winners and we are delighted that both our men's and women's teams have achieved major successes on the international stage since entering into partnership with adidas.

"Over the last three and half years, the England Test side has reached number one in the ICC's world Test rankings, the England T20 side has won an ICC global event for the first

time and our women's team were victorious in both the Women's World Cup and the Women's World T20 tournament.

“adidas has provided world-class support for all our England teams throughout this period and we look forward to working ever more closely with the company over the next four years to secure even greater exposure for the Team England brand.”

Robin Money, Head of Sports Marketing for adidas UK & Ireland said: “Since we signed our partnership in 2008, we have worked extremely closely with the ECB and individual players to ensure the England teams have the best technical apparel required to allow them to be at the top of their game. It is fantastic to see the hard work and efforts pay off and to celebrate the team's fantastic achievements. We very much look forward to continuing this relationship over the next four years.”

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