



adidas and Football Federation of Ukraine present Ukrainian national football team kit 2011/2012

adidas and Football Federation of Ukraine have presented Ukrainian national football team kit 2011/2012, in which the team will play at UEFA EURO 2012™. Presentation of the kit took place in Byblos club. Representatives of FFU, adidas, UEFA EURO 2012™ friends, coaches, players of the national team's first eleven, politicians, prominent athletes and celebrities took part in it. New exclusive kit was developed using state-of-the-art technologies and original design embodying the unique character of our nation's cultural heritage.

When designing the kit, designers were being governed by peculiarities of Ukrainian ornaments used in national garments. Thus, on players' chests there is a broad band framed by yellow and blue ornament imitating the cross stitch. Inside the band there is the small national emblem of Ukraine, as well as ornaments in the form of embroidered oak leaves. This symbol was traditionally stitched on the embroidered shirts of men, who went out to protect their motherland.

Colors of the national flag are on the jersey collar, shorts edge and Football Federation of Ukraine logo. The collar back also has the national emblem of Ukraine and the slogan "Go, Ukraine!".

Presentation of Ukraine's national football team kit took place in the framework of adidas campaign "WE BELIEVE". "We" stands for all fans of Ukraine national team, each of who wants our players to succeed at UEFA EURO 2012™. National team's jersey is every team's mark of distinction. This is the first thing seen by the rivals and millions of fans worldwide. It does not only symbolize the team, but also the country and each representative of the nation. By wearing the jersey during the match of the national team, the fan becomes the real 12th player of the Ukrainian team and declares that he/she believes in it, believes in each player and believes in Ukraine.

"We are happy to introduce the new kit, in which the players will perform at the home championship of UEFA EURO 2012™. This year, we have used traditional Ukrainian elements when making the kit and materialized them in the kit design. I believe that while playing in this kit the footballers will feel pride in their country and will perform bringing out all their skill" – emphasized Nikolas Stegelmann, adidas Ukraine CEO.

"Football Federation of Ukraine has been partner with No.1 world football brand – adidas – for several years now. The company does not only do its best to ensure that the footballers feel comfortable during the game, but also offers interesting solutions for the outside appearance of the kit. I am sure that the presence of national motives in the kit this season will enable to unite all the fans to support our national team", - said FFU President Hryhory Surkis.

"It's not much time left until the European championship, that's why each game is now of great importance. Our goal is to perform decently at the major European football competition and I am sure

that the new kit will help us do it" – commented the chief coach of Ukraine's national football team Oleh Blokhin.

The following technologies to enhance performance have been used in the kit design:

- TechFit™ Powerweb to prevent energy loss and give extra power to your moves. Thermopolyurathane strips contract and stretch together with the muscles, thus preserving energy while stretching and returning it while contracting. In this way the technology allows optimal spending of energy during the training by extending their duration.

- ClimaCool to remove surplus moisture from body surface. It maintains the optimal microclimate by ensuring maxim comfort to the athletes. The combination of fabrics, netting and ventilation holes guarantees perfect ventilation and maintains the necessary body temperature. As a result, it becomes easier for the footballers to cope with physical exercise.

- ForMotion™ - one of adidas main achievements in functional sports kit design. The essence of this technology lies in three-dimensional modeling and the use of flexible insertions ensuring maximum freedom and accuracy of movement for the athletes.

The national team players will take the field in the new kit for the first time on November 11 in a friendly match against the Germany national team.

The new kit of Ukraine's national team is already available at adidas conceptual stores.

No. 1 world football brand adidas has been the Official Sponsor and Football Supplier at all major UEFA and FIFA football tournaments. Adidas is partner of Football Federations of Ukraine, Russia, Spain, Argentina, China, Germany, Greece, Japan, Nigeria, Denmark, Venezuela, Mexico and RSA. Such famous football clubs as Chelsea, Bayern Munich, Liverpool, Milan, Real Madrid, as well as world's best footballers (Lionel Messi, Kaka, David Beckham, David Villa, Michael Ballack, Steven Gerrard, Bastian Schweinsteiger and many others) perform in kits by adidas.

For detailed information and pictures please contact:

Yulia Kuzmenko,
Brand Marketing Manager
adidas Group, Ukraine
phone: (044) 490 28 30
mobile: (050) 443 75 51
e-mail: Yuliya.Kuzmenko@adidas-group.com

FFU press room
Phone: (044) 521-0-533
Fax: (044) 521-0-536
e-mail: media@ffu.org.ua
e-mail: pressa@ffu.org.ua