



– adidas RFU presented a new Away Kit of the Russian National Football Team–



Moscow, 27 February – Today in Balchug hotel during the press-conference preceding the first friendly game of the Russian National Team in 2012 with the Danish National Team, adidas and the Russian Football Union presented the new RFU Away Jersey.

Brand Director adidas Sport Performance Marc Le Roux demonstrated the new Jersey and talked about its design and technical characteristics:

“In terms of design adidas has kept the best parts of the red Home Jersey. It is adorned with the symbol of the national flag in the form of diagonal chest stripe, the emblem of the RFU and sophisticated chainmail armor ornament - a tribute to the valor and courage of the Russian bogatyrs who defended the Russian Land in ancient times and who empower the national team players to uphold the honor of Russia and conquer the European Continent. The new away Jersey is executed in the white colorway, which symbolizes Nobleness, Freedom and Belief.”

adidas techfit™ powerweb is a high performance apparel range which is scientifically proven to enhance your performance. More Speed*: Improved posture and body positioning to enhance strength and confidence. More Vertical Leap*: Store and return elastic energy to help generate

power during running and jumping. More Power*: Improved core stability to enhance strength and explosive power. More Endurance*: Reduce vibration and focus the muscle energy to increase endurance.

ClimaCool® is a combination of performance fabrics, open mesh and ventilation channels keep cool air flowing in and heat and sweat flowing out. You stay dry comfortable and performing.

FORMOTION™ garments use pre-shaped 3D silhouettes that allow great freedom of movement while you exercise. Many features such as sculpted openings at collar, waistband, hem, arm openings, cuffs & leg openings combined with specific fabrics, constructions and ideal seam placement result in optimized fit and comfort.

Marc Le Roux added: "The launch of the new RFU Away Jersey is a part of adidas "Victory starts with you" campaign, which began in November 2011. The core of the campaign is supporters' belief that helps players to win, never give up and fight to the end. Victory begins with belief, our belief.

Starting from November 2011 thousands of fans made their promises to believe in the Victory of the National Team on its official Facebook page and in adidas Sport group in Vkontakte. People are excited to support the Team and are proud to wear the RFU jersey.

Adidas will continue collecting promises of the many-millioned army of fans including sports and pop stars. Later on all the promises will be passed to the National Team and will become a great help on its way to the Victory. The luckiest supporters will get a chance to see the games of the National Team during UEFA Euro 2012 in Poland and I believe we will all support the Team wearing the new Away Jersey on the 1st of July in Kiev Finale"

Under the agreement with the UEFA Executive Committee and the Danish Football Association, during the Away Friendly game on the 29th of February against the Danish National Team the Russian Team will be wearing the red Home Jersey.

The new white Away Jersey will be presented on field in one of the friendly games in May 2012. New outfit will be available in adidas Performance stores from the 1st of March onwards, as well as on shop.adidas.ru.

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