**PRESS RELEASE**

**‘Perfect match’ - adidas and EHF extend
long-standing partnership**

 **Herzogenaurach / Vienna 30 January 2013.** The adidas Group and the European Handball Federation (EHF) have confirmed that their long-standing partnership of over 20 years is to continue following the signing of a new contract between adidas Group and the EHF and EHF Marketing GmbH.

Signed on the fringes of the World Handball Championship in Barcelona, Spain, the new agreement will run until the end of the 2016 season. Present for the signing were Jean Brihault, EHF President, Michael Wiederer, EHF Secretary General as well as Jim Latham, adidas’ Head of Global Sports Marketing Summer Olympic Sports.

Commenting on the extension of the agreement, Jean Brihault, EHF President, said: “adidas has been an official partner of the EHF since the federation’s foundation back in 1991, and I am delighted that the company has decided to continue its investment in European handball. A long-standing partnership with a global brand such as adidas underlines the strength of the sport and the EHF’s flagship competitions on the international market.”

Jim Latham added: “adidas’ involvement in Handball stretches back over 50 years, when we first began producing handball shoes. We are extremely pleased to be able to continue our flagship Handball partnership with the EHF and the EHF Champions League. Together, we have achieved a great deal in the last few years with the development and promotion of projects such as the VELUX EHF FINAL4 – we are looking forward to working together to help grow the sport and to continue to push boundaries in Handball footwear, apparel and hardwear.”

On a technical level, the EHF and adidas have agreed to continue the development of match ball technology with the official match balls for the EHF European Championships and EHF Champions League, as well as the newly re-launched Men’s EHF Cup.

In addition to branding and advertising opportunities provided to adidas through the EHF Champions League and EHF European Championships, the co-operation will see further brand activation activities and the expansion of the merchandising programme in both the EHF Champions League and at the VELUX EHF FINAL4.

|  |
| --- |
|  |
|  |  |
|  |
| **Media Contacts:**  |
| Shaun AnastasiGlobal Brand Marketing Manageradidas Tel. +49 9132 84 3913Email: shaun.anastasi@adidas.com |  JJ RowlandHead of Media and CommunicationsEuropean Handball FederationTel. +43 1 80151 167Email: rowland@eurohandball.com |