**NEBRASKA AND ADIDAS EXTEND PARTNERSHIP**

**LINCOLN, Neb. – March 15, 2013 –** The University of Nebraska Athletic Department and adidas today announce a new contract that extends their partnership through 2018. The contract was approved Friday by the Board of Regents at their meeting in Lincoln.

The five-year contract between Nebraska and adidas runs through June 30, 2018 and replaces the current eight-year deal that expires at the end of June. The new contract continues a relationship that began in 1995 and grants adidas the rights to serve as Nebraska’s official apparel and footwear provider for each of Nebraska’s 24 varsity sports.

“We are pleased to extend our contract with adidas as we look to continue to grow and extend our Nebraska Athletics brand world-wide,” Nebraska Director of Athletics Shawn Eichorst said.  “Their products are of excellent quality across all sports and through the years they have also provided superior customer service to our programs.  adidas has been a great partner for us and we look forward to working with them over the next five years.”

The long-standing relationship between Nebraska and adidas was a key factor in the decision to continue the partnership.

“adidas and Nebraska have been partners for nearly 20 years and we look forward to continuing to work with the university, the athletic department and their student-athletes,” said Chris McGuire, adidas Director of Sports Marketing. “Our new contract allows us to continue to provide footwear, apparel and accessories that help the Huskers become stronger, lighter and faster. We’ve had a successful history with the Huskers and the future is bright in Lincoln.”

Throughout Nebraska’s partnership with adidas, the company has made a commitment to service and adidas has assigned a full-time service representative to work exclusively for Nebraska’s athletic programs on campus. That benefit will continue throughout the length of the new contract.

adidas has been providing innovative products for the world’s best athletes for more than 50 years, from past legends to today’s superstars, such as Derrick Rose, Dwight Howard, Lionel Messi, David Beckham, Robert Griffin III, Von Miller, Candace Parker and Heather O’Reilly. adidas is the official uniform and apparel provider for the National Basketball Association and Major League Soccer and develops high-performance footwear, apparel and accessories for more than 70 collegiate programs including Nebraska, Notre Dame, Michigan, Texas A&M, UCLA, Tennessee, Indiana, Wisconsin and Louisville.

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