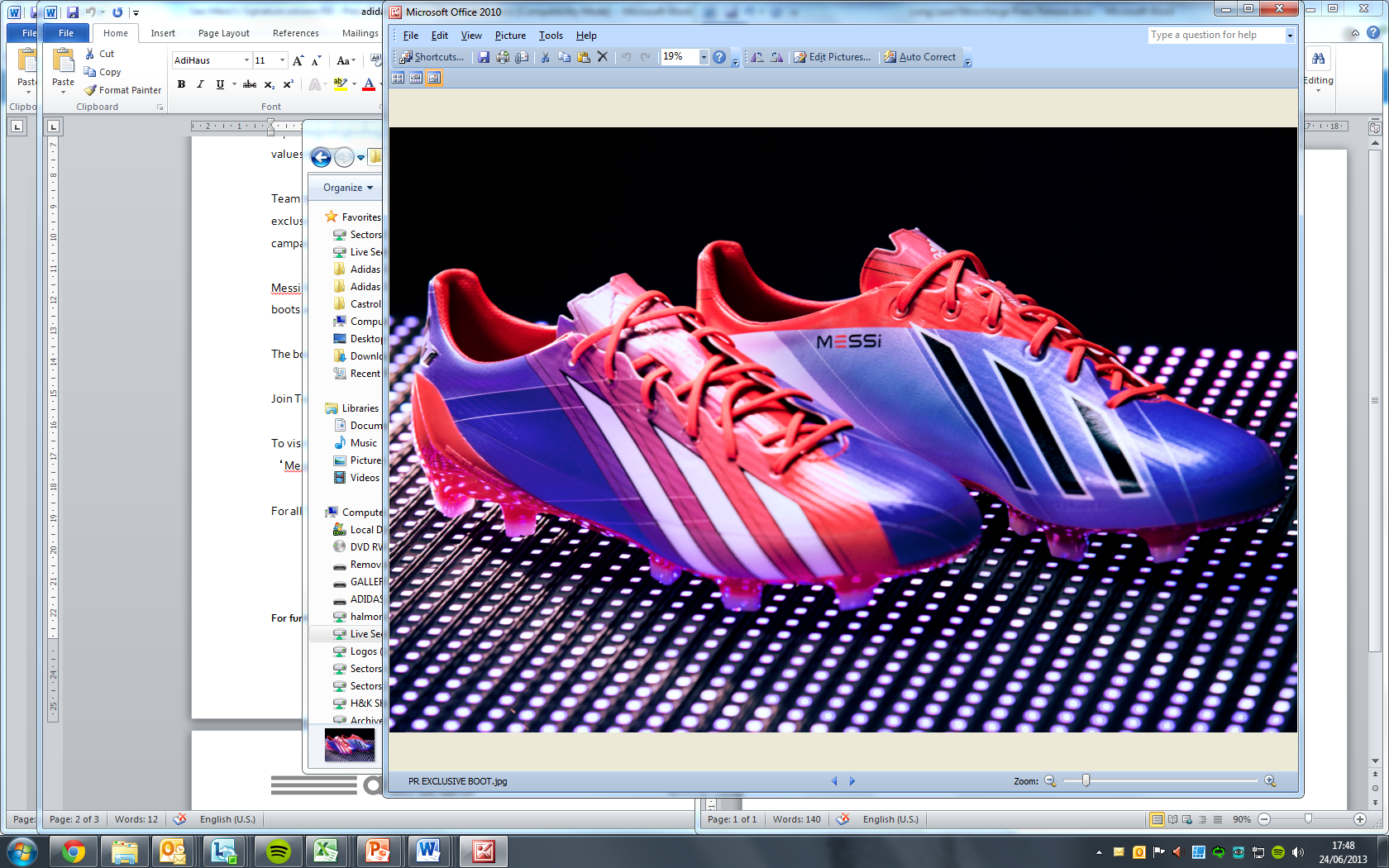
**MESSI’S NEW BOOTS SET TO LIGHT UP THE PITCH**

**adidas launches new generation of the Messi f50 range**

**enabling fans to get even closer to their hero**

**Herzogenaurach, Wednesday 26th June 2013** – adidas today announced the launch of the next generation of the adizero f50 Messi football boots. The next iteration of Messi’s f50 boots feature the new, bright TURBO / BLAST PURPLE / WHITE colourway, inspired by the way the Argentine plays, lighting up every pitch he graces.



adizero f50 Messi

This new boot represents a new generation in the Messi range and will worn by Leo Messi, the world’s best player, on Saturday June 29th during the ‘Messi and Friends’ tour. The new colourway of the boots is inspired by the way Messi plays at the ‘speed of light’.

The new TURBO / BLAST PURPLE / WHITEcolourway will stand out on the pitch as much as the legendary Argentine forward and, on recent form, are sure to clock up goal after goal on the scoresheet.

The new **adizero™ f50** combines revolutionary technologies and precision engineering with every aspect of the boot design based around making the wearer as fast as possible on the football field. At only 165g, the **adizero™ f50** is one of the lightest shoes on the market.

There are also a range of exciting online experiences as well as social media interactions and giveaways coming up. Fans will, once again, be afforded unprecedented access to the player through his exclusive range. His supporters can look forward to more details being announced on exactly how they can get involved in the near future.

To join the conversation fans can join Team Messi at **facebook.com/teammessi** or on Twitter **@TeamMessi.**

For further information please visit **adidas.com/football** or go to **facebook.com/adidasfootball** or **@adidasfootball** on twitter to join the conversation.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

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**Note to Editors**

The f50 features a range of ground-breaking technologies including:

* **Sprintskin** – a 1.5mm thick layer made from DUALMAX synthetic with exclusive leather grain optic that allows the boot to be lightweight whilst maintaining a natural feeling between boot and ball
* **Sprintweb** – the 3D printed texture on the surface of the boot that allows for exceptional ball control at speed and also provides the supple but stable construction
* **Sprintframe** – a strong but lightweight lower section that offers players a perfectly balanced boot