**Simona Halep joins the adidas family**

**Friday 25th April 2014 – Herzogenaurach, Germany –** adidas Tennis is pleased to announce a partnership with the 22 year old Romanian tennis sensation, Simona Halep, effective immediately.

Halep is currently the most successful Romanian female tennis athlete, having been the first and only player from the nation to reach the number 5 WTA ranking. Since winning her first WTA title (in June 2013, Nuremberg), she won an impressive five additional WTA titles in 2013. This, in combination with her astonishing climb in the rankings resulted in her being named “WTA’s Most Improved Player” as well as being named “ESPN Center Court's 2013 Most Improved Player”.

Upon signing with adidas, Simona Halep said: ”I’m delighted to sign with adidas, a global leader in Tennis. The brand has a strong history in tennis and sports technology and I look forward to joining the family and playing in the legendary three stripes.”

Andrea Swick, Head of Tennis for adidas Global Sports Marketing commented:

“Simona’s drive, talent and personality fit perfectly with adidas’ ambition to empower young tennis players around the world. We look forward to accompanying her for many years to come as her impressive move up the WTA rankings continues to gain momentum”

Halep joins a group of elite adidas tennis players highlighted by Andy Murray, Jo-Wilfried Tsonga, Caroline Wozniacki, Ana Ivanovic and Angelique Kerber among others.

Her next major appearances will be at the Madrid Open (Masters 1000 Combined) and Roland Garros, where she will play in her Climacool adizero Tempaia 3 Shoes and will be wearing the adizero range.

For further information please visit **adidas.com/tennis**

**- END -**

For all other Tennis information please contact:

**Ole Westerholt**

Communication Manager Tennis

Germany

Ole.Westerholt@adidas.com

+49 9132 84 5758