**adidas and the Mexican Football Federation extend their successful partnership until 2022**

**Mexico City/Herzogenaurach, July 11, 2014** –Today, the Mexican Football Federation (FEMEXFUT) and adidas announced the extension of their strategic partnership until 2022. The extension agreement comes as a result of the close relationship between both parties since 2007.

“We are very pleased to extend our long-term partnership with the Mexican Football Federation. Our shared passion for football and commitment to the sport is at the heart of our partnership,” said Herbert Hainer, CEO of the adidas Group. “The jerseys of the Mexican Football Federation are among the bestselling adidas jerseys globally. We were happy with the performance of the Mexican team during the recent World Cup and look forward to continuing our successful partnership.”

“It is a privilege for the Mexican Football Federation to announce the contract extension with adidas, one of our key partners. We are convinced that adidas is the ideal partner for us, providing the Mexican team with the most advanced technology, quality and design,” said Justino Compeán, President of the Mexican Football Federation. “We would also like to thank our fan base for their constant support of the team, proudly wearing the green or red jerseys.”

**About adidas Football**

adidas is the global leader in football. It is the official sponsor/official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championship. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo, Chelsea and Las Chivas de Guadalajara. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Arjen Robben, James Rodriguez, Héctor Moreno, Andrés Guardado, Dani Alves, Karim Benzema and Bastian Schweinsteiger.

**About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 50,000 people across the globe and generated sales of € 14.5 billion in 2013.

\*\*\*

|  |  |
| --- | --- |
| **Contacts:**  Media Relations | Investor Relations |
| Jan Runau | John-Paul O’Meara |
| Chief Corporate Communication Officer | Vice President Investor Relations |
| Tel.: +49 (0) 9132 84-3830 | Tel.: +49 (0) 9132 84-2751 |

|  |  |
| --- | --- |
| Katja Schreiber | Christian Stoehr |
| Director Corporate Communication | Senior Investor Relations Manager |
| Tel.: +49 (0) 9132 84-3810 | Tel.: +49 (0) 9132 84-4989 |
| Lars Mangels | |
| Corporate Communication Manager | |
| Tel.: +49 (0) 9132 84-2680 | |

For additional information about adidas Football visit [www.adidas.com/WorldCup](http://www.adidas.com/WorldCup/) or go to [facebook.com/adidasfootball](http://facebook.com/adidasfootball/) or [@adidasfootball](http://www.twitter.com/adidasfootball/) and @brazuca on twitter to join the conversation.