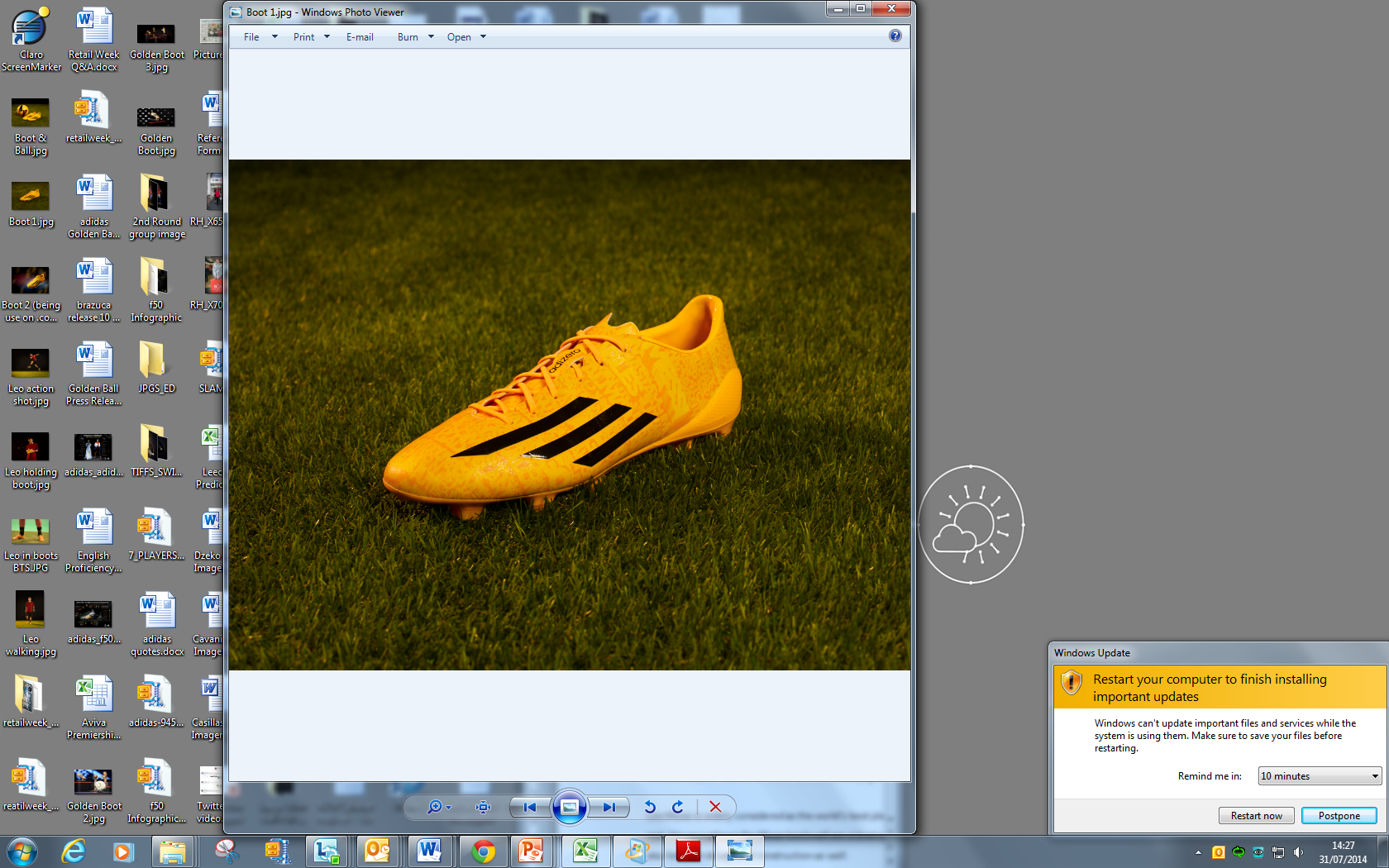
**EMARGOED UNTIL 1000hrs CET Friday 1st August 2014**

**ADIDAS UNVEILS NEW MESSI BOOT**

**New adizero f50 Messi celebrates Argentinian’s philosophy and success on the pitch**

**Herzogenaurach, Friday 1st August 2014** – adidas today announced the launch of a new colourway for the current generation of the adizero f50 Messi football boots. The new yellow iteration of Messi’s f50 boots have been designed to reflect the unique magic and success Leo Messi produces on the pitch for club and country.



Like the Argentine star, the new colourway will stand out from the crowd and it has been created as a monument to every goal, record and trophy Messi has won in his career to date. It is more than a boot, in the way that Messi is more than a football player. Over the past decade he has redefined the game and this new boot is a level above the competition, not only for their looks but also for their design and construction as well.

The new **adizero™ f50 Messi** 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.

The Argentinian striker will wear the boot in La Liga this season while he will wear an alternative colour way for UEFA Champions League matches (still to be released).

The boot is available to buy at [www.adidas.com/messi-collection](http://www.adidas.com/messi-collection) from today.

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

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**For further information please contact:**

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**Notes to editors:**

**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 Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Arjen Robben, James Rodriguez, Dani Alves, Karim Benzema and Bastian Schweinsteiger.