

ADIDAS ANNOUNCE NEW FOOTBALL BRAND ASSETS

Cape Town, 11 September 2015 – In its bid to find leading talent to partner with and nurture, leading global sports apparel brand, adidas, have released the list of players who will make up their football brand assets for the upcoming seasons.

“At adidas we are committed to the development of local football and believe that by partnering with some of the best established players in the country, as well as the rising superstars, we can help cultivate the South African form of the game and see our talented players reach new heights,” says Adrian De Souza, Business Unit Head for Football at adidas South Africa.

Some of adidas’ established assets include Bafana Bafana players Tsepo Masilela and Thulani Hlatshwayo as well as PSL superstar, Teko Modise, Phumlani Ntshangase and Daine Klate from Bidvest Wits respectively. They join Orlando Pirates stalwarts Thabo Matlaba, Happy Jele, Siyabonga Sangweni, Rooi Mahamutsa and Thandani Ntshumayelo on the list.

The most notable new additions include; Victoria Guimaraes (Portugal) based former Ajax Cape Town player Hashim Domingo, Supersport United’s Fagrie Lackay, Riaad Norodien from Ajax Cape Town and Orlando Pirates rising star, Menzi Masuku, all of whom will be eligible for the Olympic Games in Rio next year.

Other football assets include BK Haken (Sweden) based Tefu Mashaimate, Supersport number one Goalkeeper Ronwen Williams, the Kaizer Chiefs trio of David Zulu, Daniel Cardoso and Morgan Gould, Michael Morton from Supersport United, Sundowns’ Khama Billiat, , and the trio from Ajax Cape Town, Brendan Peterson, Abubakar Mubara and Travis Graham.

“For us, passion is the number one driver and we are constantly on the lookout for players who demonstrate exceptional talent and the passion to want more out of their game,” adds De Souza.

"Although the list is not exhaustive, our assets need to epitomise our current campaign and the crux of our football brand, "#BeTheDifference", showcasing their own individual style and attitude."

The players included on the list will be supported by adidas and kitted out in adidas' technologically advanced apparel and boots. Klate, who has played under the adidas umbrella for a number of years, will continue to sport his X boots while the rest of the players will be split between wearing the new Ace or X adidas boots to ensure that they have the leading edge.

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For further media information please visit

<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or 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, Manchester United, 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, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.