



adidas and Football Federation of Ukraine presented the new team kit 2012 for away matches

adidas and Football Federation of Ukraine introduced the kit for away matches of Ukraine's national football team. In 2012 the team will play in blue kits featuring original design and cutting-edge technology. The national team players will perform on the pitch in the new kit for the first time on February 29 in a friendly game with the Israel's national team.

When designing the kit, designers were inspired by Ukrainian history. Usage of typical cultural peculiarities both in away and home kits underlines once more the importance of this year to our country. Ornaments used on Ukrainian historical national garments were translated into a broad band on players' chest. It was decorated by yellow-and-blue ornaments resembling cross-stitching, as well as ornaments in the form of embroidered oak leaves. The jersey also contains official symbols of the country: the national emblem of Ukraine in the center of the band and on the collar; the colors of the national flag can be seen on the shorts edging and the logo of the Football Federation of Ukraine. Besides, the jersey collar has a slogan on it that reads "Go, Ukraine!"

"Presentation of the new away kit of Ukraine's national football team finalizes the introduction of the football kit, in which the team will perform this year. Conduction of the UEFA EURO 2012™ in Ukraine makes this year the most important year in the football history of our country. Usage of national elements in the kit symbolizes the pride for own country, the pride for the team. And I believe this will unite the players of Ukraine's national team and all fans" - emphasized Vera Evdokimova, Marketing Director, adidas Ukraine.

The following technologies to enhance performance have been used in the kit design:

- TechFit™ Powerweb to prevent energy loss and give extra power to your moves. Thermopolyurathane strips contract and stretch together with the muscles, thus preserving energy while stretching and returning it while contracting. In this way the technology allows optimal spending of energy during the training by extending their duration.
- ClimaCool to remove surplus moisture from body surface. It maintains the optimal microclimate by ensuring maxim comfort to the athletes. The combination of fabrics, netting and ventilation holes guarantees perfect ventilation and maintains the necessary body temperature. As a result, it becomes easier for the footballers to cope with physical exercise.
- ForMotion™ - one of adidas main achievements in functional sports kit design. The essence of this technology lies in three-dimensional modeling and the use of flexible insertions ensuring maximum freedom and accuracy of movement for the athletes.

The new away kit of Ukraine's national team is already available at adidas conceptual stores.

No. 1 world football brand adidas has been the Official Sponsor and Football Supplier at all major UEFA and FIFA football tournaments for many years now. Adidas is partner of Football Federations of Ukraine, Russia, Spain, Argentina, China, Germany, Greece, Japan, Nigeria, Denmark, Venezuela, Mexico and RSA. Such famous football clubs as Chelsea, Bayern Munich, Liverpool, Milan, Real Madrid, as well as world's best footballers (Lionel Messi, Kaka, David Beckham, David Villa, Michael Ballack, Steven Gerrard, Bastian Schweinsteiger and many others) perform in kits by adidas.

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