**ADIDAS AND MAJOR LEAGUE SOCCER UNVEIL NEW OFFICIAL MATCH BALL**

**PORTLAND, Ore. / New York – December 6, 2012** – adidas and Major League Soccer today unveiled the updated adidas PRIME, the official match ball for the 2013 MLS season. The adidas PRIME features a new, more aerodynamic construction engineered for increased control and consistent ball movement.

The adidas PRIME uses a cutting-edge panel bonding technique engineered to create a rounder more aerodynamic and water resistant ball for increased accuracy. The PRIME’s matte finish and texture provides enhanced ball control while the updated bladder increases air retention and reduces water uptake allowing the adidas PRIME to hold its shape after repeated kicks in all weather conditions.

“After an exciting 2012 season for Major League Soccer, we are very proud and excited to unveil the new 2013 adidas PRIME,” said Ernesto Bruce, MLS manager for adidas. “In 2013, the new match ball will debut at MLS First Kick and will be used by thousands of youth players around the country as MLS continues to expand its player development footprint.”

The PRIME’s updated panel design is inspired by the handles and shape of the Philip F. Anschutz trophy, awarded to the MLS Cup champion and colored in the official blue, green and white of MLS. The PRIME features the official MLS and adidas logos along with the signature of MLS Commissioner Don Garber.

The adidas PRIME official MLS match ball is available today at [www.MLSGear.com](http://www.MLSGear.com) and [www.MLSgearCanada.ca](http://www.MLSgearCanada.ca) for $150.

**About adidas**
adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Real Madrid, AC Milan, Bayern Munich, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas sponsors world-class athletes like Leo Messi, David Beckham, David Villa, Kaka, Steven Gerrard, Xavi, Frank Lampard, Andres Guardado, Jozy Altidore, Brek Shea, Fredy Montero, Chris Pontius, Graham Zusi, Juan Agudelo and Omar Gonzalez, among others.

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