**EMBARGOED UNTIL 09.00am CET 30th January, 2013**

**adidas presents The Official Match Ball for the UEFA Champions League Final 2013**

***- Wembley’s seventh final provides the inspiration behind the design -***

***- Ball to be used on-pitch for ‘The Road to Wembley’ -***

**Herzogenaurach / London, 30th January 2013** – Today adidas unveiled the official match ball to commemorate the UEFA Champions League Final 2013 taking place at Wembley Stadium on 25th May. The **adidas Finale Wembley** was revealed to the public today as it was announced that the ball will be used on-pitch for the remainder of the season.



The ball has been designed to celebrate the UEFA Champions League Finals that have taken place at the ‘home of football’ over the last 50 years. The road to Wembley really gets underway during the knockout stages of the competition during which the ball will be introduced on-pitch. Wembley has seen some of the greatest teams in history compete for the top trophy in European football. From the AC Milan team in ’63, Manchester United in ’68, Ajax in ’71 to Liverpool’s ’78 side and Barcelona’s all-conquering teams in ’92 and again in 2011, Wembley has born witness to some fantastic sides lifting the UEFA Champions League trophy.

The aesthetic of the ball reflects these events, incorporating the years in which the finals took place into the well-known star panel design - an iconic feature of adidas’ official match balls for the competition. The technical graphics and the expressive colour scheme come together to reflect the grandeur of the occasion where this year’s winners will be crowned in front of the near 90,000-strong crowd.

The Vice President of Global Sports Marketing Football for adidas, Claus Peter-Mayer talked about the development of the ball, *“adidas has created a ball to celebrate the finals staged at Wembley which, in turn, is a fitting tribute to this season’s eventual finalists and a wonderful compliment to what is surely going to be a great occasion.”*

Guy-Laurent Epstein, UEFA Events SA Marketing Director stated *“The ball is bold, iconic and almost regal in appearance which, for us, brilliantly reflects the UEFA Champions League values and the fact that this year’s final will be held in London. This season will see the ball used on-pitch for all knockout stage matches along the road to Wembley where the Kings of Europe will be crowned on what promises to be another historic night of European club football.”*

adidas has a rich history in developing match balls having been the official supplier for all major UEFA and FIFA tournaments since 1970. This year’s ball will be the twentieth Official Match Balladidas has produced for the UEFA Champions League competition.

The adidas Finale Wembley will be used on field during UEFA Champions League matches from February 12th and is available for purchase in adidas retail stores and associated stockists as of 1st February. For further information on adidas products and services please visit: [www.facebook.com/adidasfootball](http://www.facebook.com/adidasfootball) or [www.adidasnewsstream.com](http://www.adidasnewsstream.com).

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**Technology:** The ball features an outer coating texture designed to provide optimal grip at the point of impact. The thermally bonded star panel design on the match ball, based on the design of the UEFA Champions League logo, provides a seamless surface and, as such, a truer flight.

**Notes to Editors:**

**adidas Production of Official Match Balls since 1970**

adidas’ experience in football production is unparalleled. adidas has been making footballs since 1963 and is now the world’s leading manufacturer, always at the cutting edge of technology. adidas has supplied the Official Match Balls to all major UEFA and FIFA tournaments since 1970, and since 2006 is also the Official Supplier of the match ball for all UEFA Champions League games. The adidas Finale ball has been used for the UEFA Champions League Final since the 2000/2001 season. Since 2008, adidas is also the Official Supplier of the match ball for the Africa Cup of Nations organized by the Confédération Africaine de Football (CAF).

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