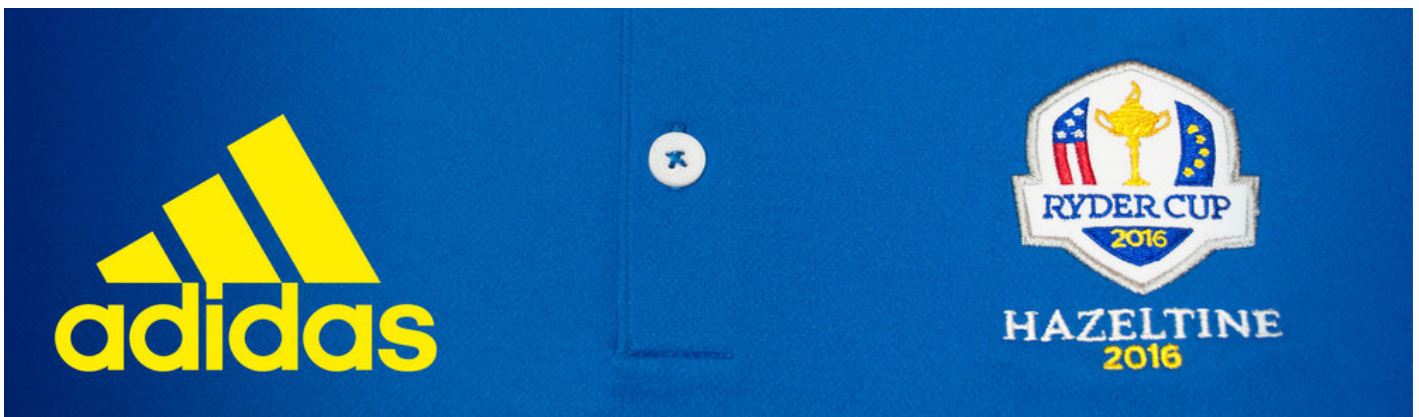


ADIDAS GOLF EXTENDS OFFICIAL LICENSEE AGREEMENT WITH RYDER CUP EUROPE UNTIL 2018

BASINGSTOKE, Hants. (19 April, 2016) – adidas Golf, an industry leader in innovation, technology and performance apparel and footwear, is proud to announce the extension of its Official Licensee agreement with Ryder Cup Europe until 2018, to include The 2016 Ryder Cup at Hazeltine National Golf Club in Minnesota and The 2018 Ryder Cup at Le Golf National, Paris.



adidas Golf will offer selected seasonal apparel products co-branded with the iconic Ryder Cup Shield and the adidas logo. The comprehensive range will encompass men's, women's and children's golf apparel, outerwear, waterproofs and headwear, boasting climacool® and GORE-TEX® technologies. The collection is available now at the Official European Ryder Cup shop www.euroshop.rydercup.com and coming soon to www.adidas.com

"We are incredibly excited to continue our partnership with the world's biggest golf event - The Ryder Cup. adidas Golf apparel is one of the most trusted brands by tour professionals and we are proud to be a licensee and associated with such a prestigious event."

— Jason Howarth, Category Director of TaylorMade-adidas Golf EMEA





Supported by its 'GEARED FOR MORE' marketing campaign, adidas Golf offers innovative technologies to combat any weather condition to allow golfers to maximise performance all year round, regardless of the weather outside. ClimaCool® technology provides a superior moisture management system that features zonal ventilation and GORE-TEX® fabrics used for the rain jackets ensures maximum protection in wet conditions.

"We are delighted that adidas Golf have extended their Official Licensee agreement with Ryder Cup Europe. They were a valuable part of our Official Merchandise Programme in 2012 and 2014, and we are confident their success will continue over the next three years."

— European Ryder Cup Director Richard Hills

Notes to Editors

Agreement period: Until 31 December 2018

ABOUT EUROPE

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



Europe newsroom