**adidas launches Official Match Ball for the *EA SPORTS™ FIFA 20* Global Series on The Road to the FIFA eWorld Cup™**

**- adidas is the official partner of the *EA SPORTS FIFA 20* Global Series, which sees the world’s best players compete to be crowned *EA SPORTS FIFA 20* World Champion –**

* **For the first time in eSports, adidas has created the Official Match Ball for the *EA SPORTS FIFA 20* Global Series, with the first FUT Champions Cup kicking off 8th November. The Official Match Ball will be available to be unlocked in *EA SPORTS FIFA 20* in packs and by watching competitive *EA SPORTS FIFA 20***
* **Continuing their commitment to eSports athletes, adidas have created a series of short films in collaboration with partner EXOS that aim to help enhance gaming performance through Mindset, Nutrition, Movement and Recovery techniques**

**Herzogenaurach, 7 October 2019 –** adidas and Electronic Arts today revealed the official match ball for the *EA SPORTS™ FIFA 20* Global Series on The Road to the FIFA eWorld Cup™, a first in eSports.

The official match ball will debut on the pitch during a competitive event at the FUT Champions Cup Stage I in November. adidas is the official partner for the *EA SPORTS FIFA 20* Global Series, continuing its commitment to support all athletes, whatever their game, as the global competitors strive to become *EA SPORTS FIFA 20* World Champion.

The digital ball features a bold red and black cross design on a white base, as well as the FUT Champions shield. For ultimate realism, enhanced ball physics featured in *EA SPORTS FIFA 20* will be on full display with the *EA SPORTS FIFA 20* adidas match ball. The digital ball is designed to mirror traditional football behaviour - the physics and direction will behave accurately based on the type of contact such as, passed from outside the foot, after a backheel or when driven with power. The ball will react differently to individual pitch types and stadium locations, such as turf, pristinely kept grounds or ravaged rainy fields, and material and lighting properties have been tuned to enhance perception of the spin

The *EA SPORTS FIFA 20* Global Series is a season-long competition taking place in the *EA SPORTS FIFA 20* Ultimate Team game mode. Players build a squad over the course of a season and qualify to compete in tournaments in order to earn *EA SPORTS FIFA 20* Global Series Ranking Points and advance to future live events. Top performers throughout the season can subsequently earn a spot in the pinnacle season-ending event, the FIFA eWorld Cup™. The official match ball will be available to be unlocked in *EA SPORTS FIFA 20* packs and by watching competitive *EA SPORTS FIFA 20* Global Series events with their EA account connected to Twitch.

As part of this, adidas is committing to support competitors in the global tournament, with the creation of a series of short films that aim to help enhance their gaming performance through Mindset, Nutrition, Movement and Recovery techniques unique to their sport. The short films, which have been developed in partnership with globally leading human performance company EXOS, will be available to watch online later this year.

Speaking about the *EA SPORTS FIFA 20* Global Series, **Global VP of Global Brand Communications Florian Alt** said**:** *“At adidas, we believe that sport has the power to change and transform lives – but this is no longer limited to what takes place on the field. With the growth of eSports, we’re seeing a whole new category of athletes emerge, whose game requires a unique set of skills, training and mindset. We are just as committed to helping support their game, to be the best they can be, through innovative partnerships, specially designed products, as well as physical and mental training tools to help enhance their game. We’re excited to be at the forefront of this new category of sport.”*

**FIFA Competitive Gaming Commissioner Brent Koning said**: *“We view partnerships for the global game of EA SPORTS FIFA to be a vital connector between football culture and FIFA culture. This ground-breaking partnership with adidas to field the official EA SPORTS FIFA 20 Global Series official ball reinforces the growth of this competitive gaming franchise. Having a partner with such an iconic brand rooted in football culture – both on and off the field – will continue to build player and spectator interest in the EA SPORTS FIFA 20 Global Series.”*

The announcement continues the long-standing collaboration between adidas and EA SPORTS. The partnership continues to evolve in eSports, with adidas becoming the official sponsor of the FIFA eWorld Cup 2019 last season, and will see the brands keep innovating both in the digital and physical world.

The adidas *EA SPORTS FIFA 20* Global Series ball will be available in-game from today (7th October) and can be unlocked via FIFA Ultimate Team packs, or by watching the first FUT Champions Cup on 8th November. The digital ball will not be available to buy in physical form.

For further information please follow **@adidasfootball** on Instagram or twitter to join the conversation.

*\*Eligibility restrictions apply. See*[*Official Rules*](https://www.ea.com/games/fifa/fifa-20/compete/overview/official-rules)*for details. Final terms and structure subject to change.*

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](https://urldefense.proofpoint.com/v2/url?u=http-3A__news.adidas.com_GLOBAL_PERFORMANCE_FOOTBALL&d=DwMFAw&c=5oszCido4egZ9x-32Pvn-g&r=ejfi0Fp458JEXSYrr1445YyHXJxypjLWyRQ3-waFQwo4OQK8Xs-9lZP4U6BFu65G&m=Kpj9LSUphr34BayZUwDzHCmebyCDw5GGlsw2UYgwbBs&s=vumAeWfgX683DIz7hy8uI3dHjfn94g-AgQLdI7ZRjxI&e=) **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 and the UEFA Champions League. adidas also sponsors some of the world’s top clubs including Manchester United, Arsenal, Real Madrid, FC Bayern Munich and Juventus. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gabriel Jesus, Mohamed Salah, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.

**About Electronic Arts**

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers.

In fiscal year 2019, EA posted GAAP net revenue of $4.95 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS™ FIFA, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall™ and Plants vs. Zombies™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).