

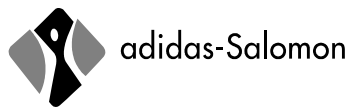
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## ***French Football Federation and adidas sign long-term contract extension***

**Amsterdam, Paris, June 5, 2004** – The Fédération Française de Football (FFF) and adidas announced today that they have extended their partnership agreement until 2010. The French Football Federation currently holds the second place in the FIFA World Ranking and is the defending European Champion. adidas and the French Federation have enjoyed an extremely successful partnership for well over 30 years. The French team has worn the three stripes since 1972, when adidas first started the production of football-specific apparel. Since then, the FFF has celebrated a FIFA World Championship (1998), two UEFA European Championships (1984 and 2000) and three FIFA Confederations Cups (1985, 2001 and 2003).

“adidas was the very first sponsor of our Federation. The partnership has always been enjoyable, beneficial and successful for both of our organizations. This is why we are looking forward to continuing to work with adidas. We want to work with strong global partners that we can trust and rely on, and adidas definitely is such a partner,” stated Claude Simonet, President of the Fédération Française de Football.

“We are extremely proud and excited to announce this extension today. The French Football Federation is one of the strongest teams in global football. adidas is the world’s leading football brand and it is partnerships like these that will allow us to further strengthen that position in the future,” stated Herbert Hainer, CEO of adidas-Salomon.



adidas has been the world's leading football brand since the days when founder Adi Dassler made his first pair of football boots 80 years ago. adidas is the undisputed market leader in the world's biggest sport. Besides its partnership with the French Football Federation, adidas has partnerships with national football federations all over the globe, including Argentina, Canada, China, Finland, Germany, Greece, Hungary, Japan, Latvia, Nigeria, Romania, Saudi Arabia, South Africa, Spain and the United Arab Emirates. Moreover adidas is a National Supporter, Licensee and the exclusive Match Ball Supplier of UEFA EURO 2004™, Official Supplier of the UEFA Champions League™ and Official Partner of the 2006 FIFA World Cup Germany™ and the partner of choice of many of the world's best football clubs and players.

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