



FOR IMMEDIATE RELEASE

July 13, 2018 (Los Angeles, California)

EDGE Americas Sports, co-founded by World Cup Champion Alessandro Del Piero, and hummel USA are pleased to announce a multi-year agreement whereby hummel USA is appointed as ADP10 Football Academy's exclusive worldwide technical sponsor and equipment supplier. This agreement will provide hummel with new opportunities to introduce their extensive portfolio of soccer, sportswear and footwear to audiences everywhere. EDGE Americas Sports CEO, Jeffrey Whalen commented, "We are delighted to be partnering with hummel USA, who's brand has been a part of soccer's development as a sport for nearly a century. Hummel's products offer superior design and performance custom made for the sport and ideally suited for our initiatives at ADP10".

Jeff Duback, President hummel USA noted "We are excited to join forces with ADP10 with its inspirational soccer training programs, that help young athletes become more confident on and off the field. Hummel strongly believes that we can 'change the world through sport' and together with ADP10, our team is strengthened, and in line to fulfill this mission."

The 2018-2019 hummel kit featuring a custom design can be found online at www.adp10footballacademies.com and on social media. Visit the ADP10 FA Official Store at: <https://ADP10-football-academies.myshopify.com>

About EDGE Americas Sports operators of ADP10 Football Academies.

A unique opportunity for European style football training, powered by EDGE Americas Sports. A Safe and fun environment for youth of all levels, ages 6-16 years of age. Featuring player development programs and three-day clinics designed to equip participants with new skills, confidence and a greater appreciation for multiple aspects of the game. The programs feature a uniquely international coaching staff and an original technical program developed by Alessandro Del Piero and his technical director.

Learn more at: www.adp10footballacademies.com

About hummel USA

Established in 1923, Hummel® has a long history of creating sportswear, an expertise that easily shows in today's fashion collections with sporty silhouettes and an overall active look. Both defining and defined by the Danish design tradition, Hummel® works with clean lines, but also with mad love for the edgy look and strong color combinations; a unique mix of retro and current trends resulting in a cool and urban street style with a sporty twist.

Learn more at: www.hummel.net

Contacts:

EDGE Americas Sports Simone Gautschi +1 424.202.0426 and hummel Joe Brefczynski +1 616.802.0401