

## DIADORA ANNOUNCES NEW SPONSORSHIP DEAL WITH CYCLING MOVISTAR TEAM

Diadora and Movistar Team have just signed a three-years sponsorship agreement, starting in January 2014, which will see Movistar Team wearing the brand's newest technological jewel - Vortex Pro racing shoe - during all competitions next season.

This sophisticated shoe is the new top of the range for Diadora. Thanks to a shape designed specifically for professional athletes, in fact, the fit is precise on the forefoot, comfortable and snug on the midfoot, while being binding on the heel, with a plantar support that favours the maximum yield when pedalling. The double Boa® closure allows millimetre-like accuracy when fastening the shoe. NET Breathing System™ increases the capacity of transpiration of the sole, preventing moisture, mud and other external elements from penetrating inside the shoe, thus keeping the foot dry, while the particular design of the sole's "space frame" and the layers of 100% carbon fiber 3K joined together have allowed to minimize the weight and thickness, maintaining perfect rigidity for direct thrust and effective power transmission.

Diadora is one of the most historic players in professional cycling, with a history and palmarès rivalled by none. The company continues to invest in professional cycling today both by researching the most technologically advanced solutions for racers, and by supporting the best athletes in the world. The choice to partner up with Movistar Team goes in that very direction.

The partnership also includes Movistar Team wearing a fully personalized and branded Movistar Team "tempo libero" collection.

Movistar Team is the oldest professional cycling team. Ranked 1st in the World Tour 2013, with 30 victories in 2012 and 30 in 2013 season. It has more than 85.000 active followers and six communication channels.

Born in 1980, the team has achieved 7 Tour de France victories (Miguel Indurain, Pedro Delgado, Oscar Pereiro), 2 Giro de Italia, 3 Vuelta a España, Hour World Record, and more than 600 victories.

