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NBC IS PROUD TO BE THE EXCLUSIVE U.S. BROADCASTER
OF THE GAMES OF THE XXIV OLYMPIAD



adidas  spirit of the games

The brand
with the 3 stripes[®]



SINCE 1906

Established in 1906, Mizuno has supplied a full range of sports equipment for athletes worldwide



80 years at the frontier of sports science.

MIZUNO

MIZUNO CORPORATION

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The Olympic tradition continues...

and ABC Sports
is proud to be
part of it





**Présent à tous les grands moments
du sport.**

 WEST
New Jersey
KEEP LEFT

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Hylan Blvd
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Les vacances c'est Kuoni.

READY FOR SEOUL

RALPH SAMPSON by PUMA. Anywhere there is the challenge of victory.



WOLFRICH-MEISSNER

To start in time is half of the victory. So the PUMA development has strongly been engaged for a long time to be perfectly prepared for the games. PUMA is combining sports technology with the precision of design engineering. A complete line of athletic footwear. Developed by science's most respected bio-mechanical engineers. Created to perform in perfect harmony with the body, on court, on track, or on the field. Anywhere there is

the challenge of victory and a spirit of championship competition.

All PUMA athletes can now look forward calmly to Seoul. Because with their sports equipment they do have the best conditions to reach out for the medal.

PUMA 

Ready for Seoul. Ready for the games.

Worldwide Sponsors & Suppliers of the 1988 Olympic Games



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DE NAGEURS, D'ATHLÈTES, DE
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DE DISQUES, DE SAUTEURS
A LA PERCHE, DE JOUEURS DE
BASKET-BALL, D'ENTRAINEURS,
D'OFFICIELS, DE SPECTATEURS...



QUE N'IMPORTE QUELLE AUTRE
MARQUE DE BOISSON GAZEUSE
AU MONDE.



Coca-Cola et Coke sont des marques déposées qui identifient le même produit de The Coca-Cola Company.





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1985: Arena, Official Supplier of the European Championships in Sofia.

1986: Arena, a Sponsor of the World Championships in Madrid.

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