



Media Alert: Unrivaled Partners with Adobe Express to Transform Fan Engagement Through Creativity

SAN JOSE, Calif. — January 21, 2025 — Today, Unrivaled and Adobe (Nasdaq:ADBE) announced that Adobe Express is the official fan engagement and content creation app for the new, groundbreaking professional women’s basketball league. Using exclusive Unrivaled templates, thousands of Adobe creative assets and Firefly generative AI in Adobe Express, every fan can easily express their passion for the game, their team, and their favorite players. The Unrivaled creative and social teams will also create content with Adobe Express to amplify gameday excitement and highlight the behind-the-scenes stories fueling this innovative endeavor.

Unrivaled, co-founded by women’s basketball legends Breanna Stewart and Napheesa Collier, is disrupting the domestic women’s professional sports landscape with a completely new model centered on investing in its athletes. Featuring 36 of the top women’s basketball players across six clubs for a 3-on-3, compressed full-court style of play, Unrivaled will deliver the most entertaining and competitive form of the sport for fans.

“Fan engagement is at the core of our model as a league, and our partnership with Adobe Express is helping facilitate truly unparalleled content for fans to Unrivaled’s athletes and clubs,” said Unrivaled Chief Brand Officer Kirby Porter. “When we’re working tirelessly behind the scenes to help fans feel like they’re part of the action this season, we’re grateful to Adobe for supporting the league on this mission.”

“There’s no better way to get fans engaged than empowering them to tell their own stories,” said Adobe’s Chief Brand Officer Heather Freeland. “By bringing together Unrivaled’s electrifying experience and a powerful yet intuitive app like Adobe Express, every fan can share their passion for the game, building community through creativity.”

Building a Community of Connection and Expression

Adobe Express brings the best of Adobe’s creative tools into a quick and easy app that anyone can use to create amazing content – no design experience necessary. With Adobe Express, fans can capture and share their favorite Unrivaled moments – from buzzer-beater highlights to selfies snapped at courtside or catching the action on TNT, truTV and Max. Using exclusive league templates, fans can easily create and personalize content, including game highlights and vlogs, play of the day, player of the match, outfit of the day and social media content to showcase their passion for the game, players and teams.

The Unrivaled templates feature images created with tools powered by Adobe Firefly generative AI. Fans can leverage these same capabilities to create their own images and apply styles or textures to words for eye-catching text effects. Because Adobe Firefly is commercially safe, Unrivaled fans – and the league’s creative and social teams – can confidently post and share the content they create.

In addition to the Unrivaled partnership, Adobe is also the [official creativity partner](#) of the National Women’s Soccer League in the U.S. and has teamed up with The Football Association (The FA) as [lead partner](#) for The Adobe Women’s FA Cup in the UK. These partnerships reflect the company’s ongoing efforts to support new audiences and reimagine what fan engagement looks like through long-term sports partnerships. They also demonstrate Adobe’s commitment to celebrating and supporting women in sharing their stories, having their voices heard, and successfully exploring their creativity.

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