

euro adhoc: adidas AG / Release of a voting rights announcement according to article 26, section 1.1 WpHG (Securities Trading Act) with the aim of a Europe-wide distribution

 Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.

Person/company obliged to make the notification:

 Name: Capital Research and Management Company
 Place: Los Angeles, CA 90071
 State: USA

Company data:

 Name: adidas AG
 Address: Adi-Dassler-Str. 1-2, 91074 Herzogenaurach
 Place: Herzogenaurach
 State: Germany

05.02.2008

On February 4, 2008, Capital Research and Management Company, Los Angeles, USA notified us pursuant to section 21 paragraph 1 sentence 1 WpHG (German Securities Trading Act) of the following:

"On 31 January 2008, the stake of Capital Research and Management Company in the voting rights in Adidas AG, Adi-Dassler-Straße 1, 91074 Herzogenaurach, exceeded the threshold of 3 %. On that date, Capital Research and Management Company held 3.089 % in relation to all voting rights in Adidas AG (voting rights arising from 6,290,497 ordinary shares (Stammaktien)). Adidas AG has issued ordinary shares only.

3.089 % of all voting rights in Adidas AG (voting rights arising from 6,290,497 ordinary shares) were attributed to Capital Research and Management Company pursuant to section 22 (1) sent. 1 no. 6 WpHG."

Herzogenaurach, February 5, 2008

adidas AG
 The Executive Board

emitter: adidas AG
 Adi-Dassler-Str. 1-2
 D-91074 Herzogenaurach
 phone: +49 (0)9132 84-0
 FAX: +49 (0)9132 84-2241
 mail: investor.relations@adidas-Group.com
 WWW: http://www.adidas-Group.com
 sector: Recreational & Sports goods
 ISIN: DE0005003404, A0DMK03
 indexes: DAX, CDAX, HDAX, Prime All Share
 stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:
 Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,
 Börse Hannover, Börse München
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