

**For immediate release**

**September 6, 2006**

### **Y-3 – Successful Collaboration Extended to 2010**

**Herzogenaurach, September 6, 2006** - Yohji Yamamoto and adidas are pleased to announce the extension of their successful collaboration until 2010. The coming years will show an even stronger and more captivating development in all areas of the brand; influencing the sports and fashion industry through innovative design and spotless craftsmanship as well as intriguing ideas and concepts out of the orderly known.

“adidas is a very personal inspiration to me. It has enriched my creative life. The future holds great expectations.” Yohji Yamamoto, Y-3 Creative Director.

October 2002 saw the birth of the most influential cooperation in sport and fashion to date with the launch of the Spring/Summer 2003 Y-3 men’s and women’s collection. Since then Y-3 has grown into a major force with a distribution network of 500 doors worldwide including monobrand stores, shop-in-shops and its first true flagship store in Tokyo. Y-3 will continue to focus on strengthening retail relationships and opening additional monobrand stores as well as shop-in-shops in the leading capitals across Europe, the US and Asia; supporting a strong customer base and steady sales growth, whilst maintaining a limited and exclusive distribution.

The collaboration between Japanese fashion icon Yohji Yamamoto and the authentic sports brand adidas has created a new market segment. Being the originator, Y-3 will be sure to define its future.

“Y-3 is innovative and a real fusion of sport functionality and fashion elegance based on the exceptional friendship that has blossomed between the two companies. We are delighted and very excited to continue this special and prosperous partnership with a long-term commitment!” Hermann Deininger, Global Head of adidas Brand and Creative Direction

Y-3 perfectly completes the overall adidas product range from Sport Performance to Sport Heritage within the third adidas division Sport Style.

Y-3’s upcoming Spring/Summer 2007 collection will reveal the brand in its purest sense. The highly-anticipated presentation will take place on Wednesday, September 13, 2006 during New York Fashion Week.

## **About the adidas Group**

The adidas Group is one of the global leaders in the sporting goods industry, offering a wide range of products around the three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 25,000 employees worldwide and sales of around € 9.5 billion.

\*\*\*

## **Media/IR Contacts:**

### **Media Relations**

Jan Runau  
Chief Corporate Communications Officer  
Tel.: +49 (0) 9132 84-3830

Anne Putz  
Team Leader Corporate PR  
Tel.: +49 (0) 9132 84-2964

### **Investor Relations**

Natalie M. Knight  
Vice President, Investor Relations  
Tel.: +49 (0) 9132 84-3584

Hendric Junker  
Senior Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)