



“Impossible is nothing”

adidas launches new global brand advertising campaign

Amsterdam/Herzogenaurach, February 5, 2004 - adidas starts 2004 with a year-long brand campaign that brings to life the attitude adidas shares with athletes around the world – the desire to push yourself further, to surpass limits, to break new ground. The campaign was launched today by boxing legend Muhammad Ali, his daughter Laila Ali and adidas-Salomon Executive Board Member Erich Stamminger in New York.

“Impossible is Nothing” is adidas’ biggest brand advertising campaign in six years. The campaign, which integrates television, print and outdoor advertising, point-of-sale and Internet, starts in the US today and will be launched in Europe on March 1. It has been developed by adidas’ global advertising agency 180/TBWA, the partnership between Amsterdam-based 180 and TBWA\Chiat\Day.

The fully-integrated communication campaign shows the rich stable of adidas athletes past and present starting with the greatest of all time, boxing legend Muhammad Ali, long-distance runner Haile Gebrselassie, football icon David Beckham and NBA star Tracy McGrady, who challenge the impossible by taking risks, setting new records, changing conventions. The campaign features 22 athletes in total, from various sports and regions, showcasing adidas’ unrivaled broad involvement in sports and unique relationships with athletes.

For Erich Stamminger, member of the Executive Board of adidas-Salomon AG responsible for Global Marketing and President of adidas America, “Impossible is nothing” captures in one short phrase the essence of adidas as a brand and the attitude that is known and shared by all athletes around the world, “Impossible is nothing” is the concept behind our brand positioning “forever sport” that clearly and emotionally communicates our passion for sport.” He added, “As an athlete you always strive to go further, break new ground, surpass your limits. So do we as a brand, to achieve our mission to be the leading sports brand in the world.”

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