

EANS-Voting Rights: 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: Euro Pacific Growth Fund
Place: Los Angeles
State: USA

Company data:

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

Euro Pacific Growth Fund, Los Angeles, USA, informed us pursuant to article 21 section 1 WpHG (German Securities Trading Act) on June 24, 2010, that the percentage of voting rights held by them in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has fallen below the threshold of 3% on June 21, 2010 and on this date amounted to 2.95% (6,178,394 shares with voting rights).

Herzogenaurach, June 28, 2010

adidas AG
The Executive Board

issuer: adidas AG
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sector: Recreational & Sports goods
ISIN: DE0005003404, XS0439260398
indexes: DAX, CDAX, HDAX, Prime All Share
stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin,
Hamburg, Stuttgart, Düsseldorf, Hannover, München
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