

adidas AG
Herzogenaurach

- ISIN: DE0005003404 -

Announcement Pursuant to § 30 b Sec. 1 Sent. 1 No. 2 German Securities Trading Act (Wertpapierhandelsgesetz - WpHG) concerning the cancellation of treasury shares in order to reduce the stock capital

The Annual General Meeting of adidas AG held on 10 May 2007 authorized the Executive Board pursuant to § 71 sec. 1 no. 8 German Stock Corporation Act (Aktiengesetz - AktG) to repurchase treasury shares. The authorization also stipulates that treasury shares repurchased by adidas AG based on this authorization may be cancelled subject to Supervisory Board approval without a further resolution by the Annual General Meeting being required. Subject to Supervisory Board approval, the Executive Board of adidas AG decided on 25 June 2008 to cancel the 5,511,023 treasury shares repurchased based on the authorization of 10 May 2007, thus reducing the stock capital. This corresponds to 2.71% of the stock capital before the cancellation and capital decrease. The Supervisory Board granted its approval to this resolution on 25 June 2008.

The cancellation and capital decrease were carried out on 2 July 2008.

Consequently, the collective securities deposit at Clearstream Banking AG, Frankfurt am Main, has been reduced and the deliverability/listing of the cancelled shares at the Frankfurt Stock Exchange (Regulated Market) has been changed accordingly.

Following the cancellation of the shares, the stock capital of adidas AG amounts to EUR 198,133,937.00 and is divided into 198,133,937 no-par value shares with a pro-rata amount in the stock capital of EUR 1.00 per share.

Herzogenaurach, July 2008

adidas AG
THE EXECUTIVE BOARD