

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: The Bank of New York Mellon Corporation
 Place: New York
 State: USA

Company data:

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

26.08.2008

The Bank of New York Mellon Corporation, New York, USA, informed us pursuant to article 21 section 1 sentence 1 WpHG (German Securities Trading Act) on August 21, 2008, that the percentage of voting rights held by them in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on August 20, 2008 and on this date amounted to 3.01% (5,966,756 shares with voting rights).

3.01% (5,966,756 shares with voting rights) of these voting rights are to be attributed to The Bank of New York Mellon Corporation pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Furthermore, The Bank of New York Mellon Corporation, New York, USA, informed us pursuant to article 21 section 1 sentence 1 WpHG on August 22, 2008, 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 August 21, 2008 and on this date amounted to 2.99% (5,923,816 shares with voting rights).

2.99% (5,923,816 shares with voting rights) of these voting rights are to be attributed to The Bank of New York Mellon Corporation pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, August 26, 2008

adidas AG
 The Executive Board

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 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
 language: English

