

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: FMR LLC  
 Place: Boston  
 State: USA

Company data:  
 -----

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

17.12.2008

Fidelity International, Tadworth, Great Britain, informed us on behalf of FMR LLC, Boston, USA, pursuant to article 21 section 1 sentence 1 WpHG (German Securities Trading Act) on December 15, 2008, that the percentage of voting rights held by FMR LLC in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on December 12, 2008 and on this date amounted to 3.08% (6,108,384 shares with voting rights).

3.08% (6,108,384 shares with voting rights) of these voting rights are to be attributed to FMR LLC pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, December 17, 2008

adidas AG  
 Executive Board

emitter: adidas AG  
 Adi-Dassler-Str. 1-2  
 D-91074 Herzogenaurach  
 phone: +49 (0)9132 84-0  
 FAX: +49 (0)9132 84-2241  
 mail: investor.relations@adidas-Group.com  
 WWW: http://www.adidas-Group.com  
 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