

**adidas AG  
Herzogenaurach**

**- ISIN: DE0005003404 -**

**Announcement**  
**pursuant to § 30b section 1 No. 2 of the German Securities Trading Act**  
**(Wertpapierhandelsgesetz - WpHG)**

**1) Repurchase of Treasury Shares**

On May 7, 2009, the Annual General Meeting of adidas AG resolved to authorise the Executive Board of the Company, for any lawful purpose, including the redemption and cancellation of shares, and within the legal frame, to repurchase the Company's treasury shares up to an amount totalling 10% of the stock capital valid as of the date on which the authorisation was resolved upon or – if this amount is lower – as of the respective date on which the aforementioned authorisation was exercised. Such authorisation shall be effective as of the date of the passing of the resolution until November 6, 2010.

It shall be subject to the terms and conditions of items 10 and 11 of the agenda of the Annual General Meeting of adidas AG published in the electronic version of the Federal Gazette on March 17, 2009.

**2) Authorised Capital**

On May 7, 2009, the Annual General Meeting resolved to create two new amounts of authorised capital, the Authorised Capital 2009/I and the Authorised Capital 2009/II and to change the Articles of Association accordingly.

**Authorised Capital 2009/I**

The Executive Board shall be entitled for a duration of five years effective from the entry of this authorisation with the Commercial Register, to increase the stock capital, subject to Supervisory Board approval, by issuing new shares against contributions in cash once or several times by no more than EUR 50,000,000 altogether. The new shares may also be offered to one or several credit institutions with the obligation to offer them to the shareholders for subscription (indirect subscription right). The Executive Board is authorised, subject to approval by the Supervisory Board, to exclude residual amounts from the shareholders' subscription rights.

Authorised Capital 2009/II

The Executive Board shall be entitled for a duration of three years effective from the entry of this authorisation with the Commercial Register, to increase the stock capital, subject to Supervisory Board approval, by issuing new shares against contributions in kind once or several times by no more than EUR 25,000,000 altogether. The Executive Board may, subject to Supervisory Board approval, exclude the subscription rights of the shareholders. The shareholders may also be granted the statutory subscription right by offering the new shares to one or several credit institutions with the obligation to offer them to the shareholders for subscription (indirect subscription right).

The authorisations shall be subject to the terms and conditions of item 8 and 9 of the agenda of the Annual General Meeting of adidas AG published in the electronic version of the Federal Gazette on March 17, 2009.

Herzogenaurach, May 2009

**adidas AG**  
**THE EXECUTIVE BOARD**