

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

05.03.2009

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 March 4, 2009, that the percentage of voting rights held by FMR LLC in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has fallen below the threshold of 3% on February 26, 2009 and on this date amounted to 2.95% (5,700,013 shares with voting rights).

2.95% (5,700,013 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, March 5, 2009

adidas AG
 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