

EANS-Voting Rights: 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: Various - see Publication
 Place: Various
 State: Various

Company data:

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

1) On March 16, 2010, BlackRock Financial Management, Inc., New York, USA, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 5% on March 12, 2010 and on this date amounted to 5.03% (10,533,558 shares with voting rights).

5.03% (10,533,558 shares with voting rights) of these voting rights are to be attributed to BlackRock Financial Management, Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

2) On March 16, 2010, BlackRock Holdco 2, Inc., Wilmington, Delaware, USA, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 5% on March 12, 2010 and on this date amounted to 5.03% (10,533,558 shares with voting rights).

5.03% (10,533,558 shares with voting rights) of these voting rights are to be attributed to BlackRock Holdco 2, Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

3) On March 16, 2010, BlackRock, Inc., New York, USA, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 5% on March 12, 2010 and on this date amounted to 5.21% (10,904,232 shares with voting rights).

5.21% (10,904,232 shares with voting rights) of these voting rights are to be attributed to BlackRock, Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, March 18, 2010

adidas AG
 The Executive Board

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ISIN: DE0005003404, XS0439260398
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