

EANS-Voting Rights: adidas AG / Release according to article 26, section 1 WpHG (Securities Trading Act) with the aim of Europe-wide distribution

 Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.

Announcement according to Article 21, Section 1 of the WpHG (share)

Person/company obliged to make the notification:

 Name: Aberdeen Asset Management PLC
 Place: Aberdeen
 State: United Kingdom

On July 21, 2011, Aberdeen Asset Management PLC, Aberdeen, United Kingdom, 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 DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on July 10, 2009 and on this date amounted to 3.01% (5,824,490 shares with voting rights).

3.01% (5,824,490 shares with voting rights) of these voting rights are to be attributed to Aberdeen Asset Management PLC pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Furthermore, Aberdeen Asset Management PLC, Aberdeen, United Kingdom, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) on July 21, 2011 that the percentage of voting rights held by them in adidas AG (ISIN DE000A1EWWW0), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has fallen below the threshold of 3% on April 6, 2011 and on this date amounted to 2.90% (6,065,366 shares with voting rights).

2.90% (6,065,366 shares with voting rights) of these voting rights are to be attributed to Aberdeen Asset Management PLC pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, July 22, 2011

adidas AG
 The Executive Board

issuer: adidas AG
 Adi-Dassler-Str. 1
 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.de
 sector: Recreational & Sports goods
 ISIN: DE000A1EWWW0
 indexes: DAX, CDAX, HDAX, Prime All Share
 stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin, Hamburg, Stuttgart, Düsseldorf, Hannover, München
 language: English