

For immediate release

October 7, 2009

**Ad-hoc: adidas AG Announces Early Redemption of the
Convertible Bond 2003/2018 (ISIN DE0009038968)**

Herzogenaurach - adidas AG has decided today to approve the early and complete redemption of the 2.5% Convertible Bonds 2003/2018 (ISIN DE0009038968) with conversion rights into adidas AG (formerly adidas-Salomon AG) no-par-value ordinary bearer shares in the total principal amount of € 400,000,000 issued on October 8, 2003 by adidas International Finance B.V. (formerly adidas-Salomon International Finance B.V.) and unconditionally and irrevocably guaranteed by adidas AG. The redemption will be effected prior to maturity on October 8, 2009, effective November 23, 2009.

On November 23, 2009, the bonds will be redeemed at the total principal amount plus interest on the principal amount accrued until (but excluding) this day as far as bondholders do not exercise their conversion rights by the end of November 9, 2009.

Given the current adidas AG share price, the Company expects the bondholders to largely or completely exercise their conversion rights. In case all holders of the convertible bond make use of their conversion rights, up to 15,684,313 ordinary bearer shares based on the Contingent Capital 2003/II of the Company will be issued against the conversion of a claim for payment of EUR 25.50 per share. The new shares will be entitled to dividends as of the beginning of the financial year 2009.

As far as the conversion rights are exercised, adidas AG will reduce its net debt and increase its equity, bringing the Company closer to its declared goal of financial leverage below 50%.



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