



**For immediate release**

**November 9, 2006**

**adidas Group adjusts net income guidance for 2007**

The Executive Board of adidas AG has decided to increase investment in the Reebok segment in 2007. This includes investments in advertising, new media, point-of-sale communication, product development and initiatives to grow the brand in emerging markets. Management believes this strategy will significantly strengthen Reebok's medium- and long-term position in the marketplace. As a result, Reebok's profit growth in 2007 will be lower than originally expected. Therefore, 2007 net income growth for the Group is now projected to approach 15% against the 2006 level. Originally, the Group had expected to grow net income by 20%.

The Group's medium-term guidance remains unchanged. Detailed guidance for 2007 will be provided with the announcement of the Group's 2006 Full Year Results on March 7, 2007.