



## **Uli Becker named President and CEO of Reebok**

**Canton, Mass. and Herzogenaurach, Germany, March 5, 2008** - adidas AG has appointed Uli Becker as President and CEO of the Reebok brand. Uli Becker, currently Chief Marketing Officer of Reebok, will succeed Paul Harrington, effective April 1<sup>st</sup>, 2008. Uli Becker will report into Herbert Hainer, CEO and Chairman of the Executive Board, adidas AG.

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### **Contacts:**

#### **Media Relations**

Jan Runau  
Chief Corporate Communications Officer  
Tel.: +49 (0) 9132 84-3830

Anne Putz  
Head of Corporate PR  
Tel.: +49 (0) 9132 84-2964

Kirsten Keck  
Corporate PR Manager  
Tel.: +49 (0) 9132 84-6207

#### **Investor Relations**

Natalie M. Knight  
Vice President Investor Relations  
Tel.: +49 (0) 9132 84-2187

Hendric Junker  
Senior Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

John-Paul O'Meara  
Senior Investor Relations Manager  
Tel.: +49 (0) 9132 84-2751

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)