

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 1st, 2008. Uli Becker will report into Herbert Hainer, CEO and Chairman of the Executive Board, adidas AG. After almost 12 successful years at Reebok, including more than two years as President and CEO, Paul Harrington has decided to resign from his post. He will relocate to California to pursue new career and business opportunities there.

“We would like to thank Paul Harrington for his leadership and the many contributions he has made to the success of Reebok over the last twelve years. He played an instrumental role in managing the integration of Reebok into our Group and laid the foundations for the repositioning of the Reebok brand world-wide. We wish him all the best for his future”, said Herbert Hainer, Chairman and CEO of the Executive Board, adidas AG. “Uli Becker’s proven leadership and global marketing expertise make him uniquely qualified to take the revitalisation of the Reebok brand to the next level, both internationally and in the US.”

Uli Becker is Chief Marketing Officer of the Reebok brand since May 2006. In this position, he oversees the Reebok Global Marketing Group, which includes product, sport and entertainment marketing. Prior to this role, Uli Becker was Head of Global Brand Marketing of the adidas brand and Managing Director of adidas International B.V. in Amsterdam from 2002 to 2006. Under his leadership, adidas became one of the most awarded brands in the creative world including being named “Advertiser of the Year” by the prestigious Cannes Festival in 2006. Uli began his career at adidas in 1990. He then held subsequently various marketing, product and business development roles.

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