

For immediate release

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adidas AG included in Dow Jones Sustainability Indexes for 10th consecutive time

- **Identified as Global Supersector Leader for 2nd consecutive time**
- **Named as Industry Leader for 7th consecutive time**

Herzogenaurach – For the 10th consecutive time, adidas AG has been selected to join the Dow Jones Sustainability Indexes (DJSI), the world's first global sustainability index family tracking the performance of the leading sustainability-driven companies worldwide. In the category “Clothing, Accessories & Footwear”, adidas AG was rated as industry leader in sustainability issues and corporate responsibility for the seventh time in a row.

In addition, the adidas Group was named “Global Supersector Leader” 2009/2010 by being identified as the top company for the sector “Personal & Household Goods” for the second consecutive time.

“Being included in the Dow Jones Sustainability Indexes for the 10th time in a row makes us very proud. It is a strong track record of our ongoing commitment in acting responsibly as a business,” said Herbert Hainer, adidas Group CEO and Chairman. “This achievement is a great recognition of our efforts. We will continue to work on making social and environmental needs an integral part of our business.”

The annual review of the DJSI family is based on a thorough analysis of corporate economic, environmental and social performance, assessing issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and labour practices.

For more information about DJSI please refer to www.sustainability-index.com.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core segments: adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 38,000 employees and generated sales of EUR 10.8 billion in 2008.

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Please visit our corporate website: www.adidas-group.com/sustainability
Social & Environmental Report 2008: <http://www.adidas-group.com/en/SER2008/>