

For immediate release

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**adidas AG included in Dow Jones Sustainability Indexes for 12th consecutive time
- named as Industry Leader for 8th time**

Herzogenaurach – For the 12th 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 8th time.

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.

"We are very proud of this achievement which is a great recognition of our continuous commitment as an industry leader in the field of sustainable business practices for over a decade now," said Frank Henke, Global Director Social and Environmental Affairs at the adidas Group. "It is a motivation to continue our efforts and to even further integrate social and environmental improvements into every aspect of our business."

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 the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of EUR 12 billion in 2010. In March 2011, the adidas Group presented its Environmental Strategy, an integrated plan to reengineer the company's approach to environmental management by focusing on significant improvements along the entire value chain.

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Please visit our corporate website: www.adidas-group.com/sustainability
Social & Environmental Report 2010: <http://www.adidas-group.com/en/SER2010/>