

adidas Launches Football Film Project "Dream Big"

Herzogenaurach, 22 April 2008 – Today adidas is launching the football campaign for 2008 in Germany. The world's biggest football stars meet the world's smallest football teams in a film project called "Dream Big". The concept continues the adidas tradition of showcasing elite-level athletes alongside real people, inspiring and enabling them to achieve their impossible, further enhancing the brand statement "Impossible is Nothing".

The integrated communication mix includes TV, digital, mobile, print and retail components, guiding consumers to the campaign's centerpiece - a 12-episode web series found at www.adidas.com/football. In Germany, the TV spot will kick off on 26 April 2008. The media push covers Asia, Europe, Africa and the US and will extend throughout the summer to tie in with the UEFA EURO 2008™.

As Official Sponsor of UEFA EURO 2008™, adidas supplies the Official Ball and equips officials, referees, volunteers and ball boys. In addition, the sporting goods company outfits five national teams: Germany, France, Spain, Romania and current European Champion Greece. With the UEFA EURO 2008™, adidas plans to expand football leadership in the host countries as well as worldwide.

Rather than only focusing on the big football superpowers for the UEFA EURO 2008™, adidas instead also shifts the attention to lesser known football teams with the notion that anyone can "Dream Big". Kaká, Lionel Messi, Steven Gerrard, David Beckham, Michael Ballack, Philipp Lahm and Lukas Podolski are amongst the all-star group of footballers that were sent out on missions to Andorra, San Marino and the Isles of Scilly (UK) to coach local teams.

A small number of young boys and girls were selected by 180, adidas' advertising agency, to take part in what they thought was a straightforward documentary about football - they were totally unaware of the star players' involvement. The surprise element led to some extraordinary charming and real moments between players and kids.

Bernd Wahler, Chief Marketing Officer adidas Sport Performance, says: "I love this campaign because it encompasses what our brand is all about. We want to inspire and enable athletes around the world. It was a dream come true for those kids to be able to play with some of the best footballers on the planet."

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