

## **adidas celebrates its greatest moments for 60th anniversary**

**Herzogenaurach, August 13, 2009** – When Adi Dassler registered his company “Adi Dassler adidas Schuhfabrik” on August 18<sup>th</sup>, 1949, little did he know that, 60 years later, the brand with the 3-Stripes would be one of the most famous and successful global brands. This year, adidas celebrates its 60<sup>th</sup> anniversary with a look back on the greatest moments in its history.

It still seems an unlikely story: a modest shoemaker from a small rural town in Germany develops a range of sports products so original and so perfect that they are sought by athletes from all over the world. As he indulges his passion for sport and for innovation, he creates a brand as great as any in the world. An unlikely story, but not impossible. To adidas, Impossible is Nothing.

May it be Nadia Comaneci’s perfect 10, Bob Beamon’s jump into the history books, the Miracle of Bern or Stefanie Graf’s Golden Slam – adidas was always a part of the greatest moments achieved on the pitch, the court and the fields around the world, displaying the same passion and innovative spirit Adi Dassler started the company with all those years ago. And it is these stories that still inspire adidas 60 years later - and will continue to do so for the decades to come.

“Adi Dassler’s interest and passion for sport were the focal point of his life. He regarded it as his task to help all athletes perform better by providing them with the best possible product. adidas has remained true to this mission for six decades and has thus become one of the best known and most popular brands in the world. The motivation of our company founder and his close association with

page 2

sport will continue to shape our path in future on our way to becoming the world's leading sports brand," says Erich Stamminger, President of the adidas brand.

Adi Dassler died in 1978, at the age of 78, but his ideas, his efforts and passion still live on today. With new innovations, new divisions and new developments, adidas still relies on its founder's motto which is now represented by the brand's attitude: Impossible is Nothing.

## **About adidas**

adidas has a clear mission – to be the leading sports brand in the world. To accomplish this mission, the brand comprises two divisions that reflect two distinct market segments: Sport Performance and Sport Style. Product and marketing initiatives at adidas primarily focus on five global priorities: football, running, training, basketball and Originals. The adidas brand attitude "Impossible is Nothing" drives all brand communication initiatives and helps strengthen the brand's bond with consumers. With a well-defined and segmented distribution approach and a premium-price strategy, adidas clearly positions itself as a top-notch brand in all markets.

\*\*\*

page 3

## **Contacts:**

### **Media Relations**

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

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

Katja Schreiber  
Corporate PR Manager  
Tel.: +49 (0) 9132 84-3810

### **Investor Relations**

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

Dennis Weber  
Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

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