



For immediate release

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**The Rockport Company names new President and CEO Tobias Reiss-Schmidt
Current SVP of Global Retail and Americas follows Michael Rupp who has
accepted a position outside the company**

Canton, Mass. (March 14th, 2012) – The Rockport Company® announced today that Tobias Reiss-Schmidt (38), currently Rockport's SVP of Global Retail and Americas, has been named as the new President and CEO of Rockport, effective July 1st, 2012. Michael Rupp (51), currently at the helm of Rockport, has resigned from the company, effective June 30th, 2012. Rockport is a wholly owned subsidiary of the adidas Group.

Tobias Reiss-Schmidt has been with the company since 2008 and has held various executive positions in Business Development, Global Retail and Regional Sales Management. Prior to Rockport, Tobias Reiss-Schmidt was a consultant at the Boston Consulting Group and in International Marketing at the consumer goods company Beiersdorf AG. He holds an MBA from INSEAD.

Michael Rupp, a veteran of the adidas Group for almost 25 years, has held various leadership positions across the globe, including Managing Director of adidas Middle East, Managing Director of Market Central, Sales Director Europe/Middle East and Africa, and Chief Operating Officer for the Reebok brand. Most recently in his role as President and CEO of Rockport, he has successfully led the turnaround of the brand back to long-term and sustainable growth. Michael Rupp has accepted a position outside of the adidas Group.

"While we regret Michael's departure very much and wish him well for his future," said Herbert Hainer, CEO of the adidas Group, "we have every confidence in the new generation of leadership under Tobias Reiss-Schmidt and look forward to Rockport's enduring growth."

Michael Rupp will stay with Rockport until the end of June, at which time Tobias Reiss-Schmidt will assume the President and CEO position.

About Rockport

The Rockport Company, LLC, is a leading brand within the adidas Group corporate portfolio and one of the most recognized footwear brands in the United States. Rockport has a heritage of innovation and offers stylish, comfortable footwear for men and women worldwide. The Rockport Company, LLC, was established in the United States in 1971 and is headquartered in Canton, Massachusetts. The company currently distributes footwear to more



than 55 markets worldwide. For more information about The Rockport Company, please visit www.rockport.com.

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Please visit our corporate website: www.adidas-Group.com