

For immediate release

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adidas AG reassigns Board responsibilities

Herzogenaurach – The adidas Group today announces its latest decision in its drive for more organisational effectiveness and efficiency. Following the already announced structural changes on a brand, regional and market level, the Group will now separate the responsibility between global brand and global sales management on the Board level.

Herbert Hainer, adidas Group CEO and Chairman, will additionally assume direct responsibility for Global Sales. Roland Auschel, Chief Sales Officer, and Michael Stanier, Chief Retail Officer, will report directly into Herbert Hainer.

At the same time, Erich Stamminger, Member of the Executive Board of the adidas Group, will take on the responsibility for Global Brands, comprising the brands adidas and Reebok. Bernd Wahler, Chief Marketing Officer adidas Sport Performance, Hermann Deininger, Chief Marketing Officer adidas Sport Style, and Uli Becker, President of Reebok, will report into Erich Stamminger.

As a result, the roles and responsibilities of the members of the Executive Board of the adidas Group will in the future look as follows:

- Herbert Hainer, CEO and Chairman,
Global Sales
- Glenn Bennett, Global Operations
- Robin Stalker, Chief Financial Officer
- Erich Stamminger, Global Brands

Due to the different business model of TaylorMade-adidas Golf and Rockport, Mark King, President of TaylorMade-adidas Golf, and Michael Rupp, President of Rockport, will continue to report directly into Herbert Hainer.

This new structure follows two important principles: to foster further alignment and strengthen brand management supporting long-term sustainable growth, while at the same time ensuring coordinated and best practice execution in the marketplace. This change at Executive Board level will mirror the already announced changes in the global organisation and in the local markets. The new structure clearly leverages the strength of the adidas Group management team and will ensure the Group delivers best in class service to its consumers and customers.



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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