

For immediate release

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adidas AG has again been included as Industry Leader in the Dow Jones Sustainability Indexes and the FTSE4Good Index

Herzogenaurach - For the eighth consecutive time, adidas AG has been selected to join the Dow Jones Sustainability Group Indexes (DJSGI), the world's first global sustainability index family tracking the performance of the leading sustainability-driven companies worldwide. The index, which analyzes and tracks the social, environmental and financial performance of more than 300 companies worldwide, rated adidas AG as industry leader in sustainability issues and CSR in the category "Clothing, Accessories & Footwear" for the fifth time in a row.

"Recent global events have given an even greater urgency to issues that are central to sustainability, such as responsibility, honesty and transparency," said adidas AG Chairman and CEO Herbert Hainer. "We are very proud of this recognition and this track record shows our ongoing strong commitment to acting responsibly. This achievement is very important to us as it confirms that we have taken the right direction in tackling the challenges of sustainability. It also spurs us to continue in our efforts to make social and environmental needs an integral part of our business."

The DJSI Indexes select companies on the basis of ongoing commitment to environmental sustainability, strong financial performance, a positive relationship with stakeholders and dedication to upholding and supporting human rights.

In July this year, adidas AG was also again included into the FTSE4Good Index. Companies in the FTSE4Good Index Series have met stringent social, ethical and environmental criteria, and are positioned to capitalize on the benefits of responsible business practice. This positive reassessment acknowledges the Group's social, environmental and ethical engagement, and encourages the adidas Group to continue and intensify activities geared to address and improve its sustainability performance.

Set up in 2001 by the Financial Times and the London Stock Exchange, the FTSE4Good Index Series offers investors an insight into companies that adhere to the globally recognized guidelines for corporate responsibility. The indexes are used as a basis for structured products and index tracker funds by socially responsible investors around the world.

For more information on DJSI and FTSE4Good please refer to www.sustainability-index.com and www.ftse4good.com.

About the adidas Group

The adidas Group is one of the global leaders in the sporting goods industry, offering a broad range of products around the three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 28,000 employees worldwide and posted 2006 sales of over € 10 billion.

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