



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 ninth 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 the adidas AG for the sixth time in a row as industry leader in sustainability issues and corporate responsibility in the category "Clothing, Accessories & Footwear".

In addition, the adidas Group was named "Super Sector Leader" 2008/2009 of the sector "Personal & Household Goods" and thus belongs to the best sustainable companies worldwide.

"We are very proud of this achievement as it confirms the great progress we have made in rolling out new standards, guidelines and procedures across a far larger and more diverse supply chain," said adidas AG Chairman and CEO Herbert Hainer. "At the same time it also confirms that we are doing the right things in tackling the challenges of sustainability. This recognition will give us continued momentum furthering our efforts in being a social and environmental responsible company."

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 June 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 DJSGI 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 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 34,000 employees and sales of EUR 10.3 billion.

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