

**For immediate release****February 5, 2007**

## adidas And INTERSPORT Extend Strategic Cooperation Until 2012

**Herzogenaurach/Ostermündingen, Germany** – adidas and IIC (INTERSPORT International Corporation) announced today the extension of the existing strategic cooperation (entered into in 2003) until 2012. This will ensure integrated business development going forward, strengthening the sales and distribution process of both Groups. Both parties have agreed to maintain confidentiality with respect to the financial terms of the announced agreement.

adidas will offer a customized product range, e.g. for football and running, in the 32 markets IIC is present. Joint international marketing and event cooperation will continue to take place as well.

“We are looking forward to continuing our close cooperation with INTERSPORT,” says Roland Auschel, adidas Head of Region Europe. “Agreements such as this are an important strategic factor for our success. The partnership with INTERSPORT will enable us to extend the position of adidas as the leading sports brand.”

### **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 25,000 employees worldwide and expects to report sales of around € 10 billion for 2006.

### **The INTERSPORT Group**

With retail sales amounting to € 7.7 billion and more than 4,800 affiliated sporting goods retail stores in 32 countries, the INTERSPORT Group is the global leader in sporting goods retail.

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