

For immediate release

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## **adidas Group Buys Distribution Rights for Brand Reebok in Turkey**

**Herzogenaurach/Istanbul** – The adidas Group announced today that it has bought the distribution rights for the Reebok brand in Turkey from RBK Spor Urunleri. Effective April 1, 2007, adidas Spor Malzemeleri Satis ve Pazarlama A.S. will become the exclusive distributor of Reebok products in Turkey. Financial details of the transaction will be kept confidential.

Buying out Reebok distributors and joint ventures around the globe is a key component of the integration strategy and will provide the adidas Group with annual revenue synergies totaling at least € 200 million by 2009.

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

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