

adidas plans to extend football market leadership in 2010

Herzogenaurach, June 10, 2009 – “We are well positioned to further extend our market leadership in football again next year. We start from the same position as for the extremely successful 2006 World Cup. As Official Sponsor, adidas will supply the Official Ball of the tournament and equip officials, referees, volunteers and ball kids. Additionally we outfit the host team South Africa,” commented Herbert Hainer, CEO and Chairman of adidas AG in front of journalists at the adidas Football Day in Herzogenaurach.

The first adidas products for the World Cup will be presented in the second half of 2009. adidas expects to extend the brand’s global market leadership position in football in 2010. According to the most recent independent market surveys, adidas is the world’s leading football brand, with a market share of more than 34%. In core markets such as Germany, and also in North America, adidas’ football market share is clearly over 50%. (Sources: NPD Sports Tracking Europe and SportScan).

“This is the very first time a Football World Cup is taking place on the African continent. We will utilise this event to present new, innovative products and to convey the fun and excitement the African people find in football to fans worldwide. The marketing focus will be clearly on digital channels and POS, in order to be able to communicate as interactively and individually as possible,” explained Bernd Wahler, Chief Marketing Officer adidas Sport Performance.

adidas expects to generate double-digit sales growth in South Africa in the years to come.

adidas is the partner and supplier of numerous football federations on both an international and national level. For example, adidas is Official Partner of football’s international governing body FIFA, the European Football Union UEFA and the Confederation of African Football CAF. adidas is Official Sponsor, Supplier and Licensee to all FIFA World Cups™ until 2014, Official Supplier to Major League Soccer (USA) and the UEFA Champions League. National teams equipped by adidas include Argentina, Germany, Spain, Mexico, Japan, Russia, China and South Africa, host of the FIFA World Cup 2010™ as well as a further fifteen African teams. adidas is also official supplier to prominent football clubs including AC Milan, Chelsea FC, FC Bayern München, Liverpool FC and Real Madrid. Additionally, stars such as Lionel Messi, Michael Ballack, Kaká, David Beckham, Petr Cech, Steven Gerrard, Lukas Podolski, Patrick Vieira and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry and offers a broad range of products across the three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 38,000 employees worldwide and generated sales of € 10.8 billion in 2008.

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