



PRESS RELEASE

adidas Group aims at market leadership in the UK with London 2012 Olympic Games

London, May 30, 2011 – At a media event in London on Friday, adidas Group CEO Herbert Hainer confirmed that the company is on track to achieve its goals set for the London 2012 Olympic & Paralympic Games. As part of its strategic business plan Route 2015, the Group plans to use the Olympic & Paralympic Games as platform to reach market leadership in the UK. As the Official Sportswear Partner of London 2012, adidas will again showcase its global leadership in innovation by outfitting Olympic & Paralympic athletes with top performance products, including host nation Team GB. adidas has appointed Stella McCartney as Creative Director for Team GB, combining technology and innovation that only adidas can bring and the unique style and creative direction of Stella McCartney. In addition, adidas will be the Official Licensee, providing fans across the UK with both Licensed as well as Event-Branded Olympic fan wear.

“I am happy to announce that our preparations for the London 2012 Olympic Games are going according to plan. As the Official Sportswear Partner of London 2012, we will use the Olympic & Paralympic Games to become market leader in the UK,” said Herbert Hainer, adidas Group CEO.

adidas is working closely with the London Olympic Games Organising Committee (LOCOG) in contributing to the sustainability goals of the Games. 100% of all adidas volunteer uniforms, torch relay outfits and athletes’ village wear will contain sustainable components.

“As part of our environmental strategy we are contributing to making London 2012 the sustainable Games: All 1.5 million products which we will be providing to the volunteers will contain sustainable components. By launching around 100 multi-sport facilities called adiZones across the UK we make sports participation accessible for everyone and leave a true Olympic legacy,” added Herbert Hainer.

adidas is determined to increase sports participation in the UK and will have set up more than 100 adiZones across the country by the time the Games start. The adiZones offer people across the UK access to sport and enable them to lead a healthier, more active lifestyle. Each adiZone is a free-to-use outdoor multi-sport installation incorporating basketball, football and tennis areas as well as a climbing wall and an outdoor gym. So far, 50 adiZones have been set up across England by local communities together with adidas.

At the media event, Herbert Hainer was joined by Gil Steyaert, Managing Director Market North for the adidas Group, and Erica Kerner, adidas Global Olympic Director, who shared details about the adidas Group’s UK business as well as adidas’ Olympic strategy.



PRESS RELEASE

About adidas and the Olympic Games:

adidas will be the Official Sportswear Partner of the London 2012 Olympic Games and the London 2012 Paralympic Games. It will outfit all volunteers, technical staff and officials during the Olympic and Paralympic Games. adidas will also be the Official Partner of Team GB, providing all British athletes in all Olympic sports with performance products, including Team GB Olympic hopefuls Jessica Ennis (heptathlon), Chris Hoy (cycling), Andy Murray (tennis) and Phillips Idowu (triple jump).

adidas has been the Olympic brand since 1928, when first medals were won in shoes made by Adi Dassler. Since then, adidas has outfitted Olympic legends such as Jesse Owens, Dick Fosbury, Daley Thompson, Denise Lewis and Muhammad Ali. At the upcoming London 2012 Olympic & Paralympic Games, athletes including Jessica Ennis, Dayron Robles (Cuba, 110m hurdles), Haile Gebrselassie (Ethiopia, marathon), Jeremy Wariner (US, 400m), Blanka Vlasic (Croatia, high jump), Tyson Gay (US, sprint), Britta Steffen (Germany, swimming), Ian Thorpe (Australia, swimming), Shelly Woods (Team GB, 1,500 and 5,000m wheelchair) and Ellie Simmonds (Team GB, swimming) will be competing in adidas products. In addition, adidas will be the Official Partner of leading National Olympic Committees like Australia, France, Germany and Team GB as well as outfit federations from various sports and continents.

Contacts:

Media Relations
Jan Runau
Chief Corporate Communication Officer
Tel.: +49 (0) 9132 84-3830

Katja Schreiber
Senior Corporate PR Manager
Tel.: +49 (0) 9132 84-3810

Investor Relations
John-Paul O'Meara
Vice President Investor Relations
Tel.: +49 (0) 9132 84-2751

Christian Stoehr
Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

Johannes Fink
Investor Relations Manager
Tel.: +49 (0) 9132 84-3461

Please visit our corporate website: www.adidas-Group.com