

adidas Introduces New DFB Commercial

Starring: The German National Team And Their New EURO Jersey /

“Impossible Park Football” Commercial On TV From Today

Hanover/Herzogenaurach, November 14th, 2007 – adidas and the German Football Association DFB today presented their latest commercial. Running on all stations relevant to the target group over the next four weeks, the campaign will also be supported by comprehensive communications activities including print and outdoor ads as well as extensive online presence on football-focused internet sites and on www.adidas.com/football. The agency responsible for production and execution was TBWA\ in Berlin.

The 40-second commercial features Lukas Podolski, Bastian Schweinsteiger, Kevin Kuranyi, Bernd Schneider, Stefan Kießling and Per Mertesacker. Despite the star-studded cast, the commercial focuses not only on the players but primarily on their outfits. For the first time, the DFB icons appear in their new jerseys, which will be worn at next year's UEFA EURO 2008™, where adidas is the Official Sponsor.

Celebrating its premiere on the pitch in the game against Cyprus this coming weekend, the jersey features captivating design details. For the first time, the jersey has a broad band in the national colors black-red-gold across the front. Integrated into the band are the player's number and the DFB logo, symbolizing the bond between the individual player, the team and the entire nation. The commercial takes this symbolism even further and lets every amateur footballer's dream come true: By optical illusion, park footballers become national players as soon as they put on the new jersey. This is how Georg as Kevin Kuranyi shows off amazing tricks, Silke as Bastian Schweinsteiger dazzles opponents and Florian as Lukas Podolski scores a constant stream of goals.

page 2

Apart from these imaginary abilities, the new national jersey also features a number of new technology elements. While anatomically shaped vents allow for even more intense airing and cooling of the body, the jersey's ergonomic 3D pattern and a special combination of fabrics improve fit and maximize freedom of movement. Moreover, yet another design aspect can be found on the collar, which - like all other parts of the jersey - was bonded and not stitched in order to avoid skin irritation at the seams. Commemorating past successes in European Football Championships, the neck of the collar bears the years in which the DFB won its to-date three European titles. The jersey will be available in retail from November 15th at a price of EUR 69.95 (EUR 49.95 for children's sizes).

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