



adidas Originals and Diesel Launch Product Collaboration

Molvena/Herzogenaurach, November 21, 2007 – On February 1, 2008 adidas Originals and Diesel will enter a four-year product collaboration by introducing the first *adidas Originals Denim by Diesel* collection. Two male and female jeans models will be available exclusively at adidas Originals stores worldwide.

“This is the first time that we have entered into a collaboration of this kind with adidas Originals, and we would only do this with the right partner who brings our consumer something truly unique,” explained Hermann Deininger, Chief Marketing Officer adidas Sport Style Division. “Now when a consumer walks into one of our stores, we can offer them a complete look - from a track top to jeans to a pair of sneakers.”

“I am an adidas fan myself and I am very excited about this project! It is the first time that Diesel creates a denim line with another lifestyle brand and we wanted to do it with adidas that shares with us the same fresh attitude and care for high quality and creativity,” said Renzo Rosso, President of Diesel.

The range, designed by the adidas Originals and the Diesel Creative Team, is recognizable by the adidas Originals Trefoil and the Diesel branding. Prices range from 160 Euro for the female adi-rohnary model up to 210 Euro for the male adi-viker model.

Contacts adidas Group:

Media Relations

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

Anne Putz
Team Leader Corporate PR
Tel.: +49 (0) 9132 84-2964

Kirsten Keck
Corporate PR Manager
Tel.: +49 (0) 9132 84-6207

Investor Relations

Natalie M. Knight
Vice President Investor Relations
Tel.: +49 (0) 9132 84-2187

Hendric Junker
Senior Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

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

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