adidas China Launches its Olympic Games Campaign -
“Together in 2008, Impossible is Nothing”

Beijing, November 30, 2007 – Today, adidas China, the Official Sportswear Partner of the Beijing 2008 Olympic Games, kicked off its Olympic Games campaign with a spectacular light show in front of thousands of people at Beijing’s Yongdingmen Gate, the historic former front entrance of Beijing’s old city walls. “Together in 2008, Impossible is Nothing” is the largest adidas brand campaign ever created by a single market.

The campaign is about rallying the nation and showing how the entire Chinese nation is supporting their athletes and the Games themselves. Famous Chinese Olympians such as key members of the Chinese Women’s Volleyball Team, diving sensation Hu Jia, basketball superstar Sui Feifei and football legend Zheng Zhi are featured in the campaign.

A blend of action photography and computer graphics, the series will be released in phases between now and the Beijing 2008 Olympic Games. “Together in 2008, Impossible is Nothing” is an integrated marketing campaign. Through a combination of TV, Print, Outdoor, PR, Digital, Point-of-Sale and Roadshows across the country, the campaign provides various platforms enabling consumers to get closer to the athletes and the Olympic Games.

“adidas believes that Olympic success means more than winning medals and that the Olympic spirit is not just for the athletes. The passion that all Chinese are feeling about the Beijing 2008 Olympic Games will make China a true Sports Nation and adidas will play an active role in this development,” said Wolfgang Bentheimer, Managing Director of adidas Greater China. “This is the largest campaign we have ever done in China and showcases the power of the nation: when 1.3 billion people come together, Impossible is Nothing at the Beijing 2008 Olympic Games.”
“adidas really carries the Olympic spirit in their DNA,” said Wang Wei, Executive Vice-President and Secretary General of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG). “As the Official Sportswear Partner of the Beijing 2008 Olympic Games we are confident adidas will help bring China’s appreciation of the Games – and overall popularity of sports – to a new high.”

“This campaign is inspirational,” said Wang Jun, Vice Minister of the State’s General Administration of Sports and Vice President of the Chinese Olympic Committee. “Having the Chinese people behind them inspires our athletes and in turn the athletes are great examples to inspire the Chinese people to overcome their own Olympic-like challenges.”

As the Official Sportswear Partner, adidas will supply sportswear for all staff, volunteers and technical officials of the Beijing 2008 Olympic Games and the Beijing 2008 Paralympic Games. Under its agreement with BOCOG, adidas will also outfit the Chinese Olympic team for the 2008 Games in Beijing. In addition, adidas will outfit athletes from all over the world competing in 27 out of the 28 sports.

***

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](http://www.adidas-Group.com)