

## **adidas AG converts to registered shares**

**Herzogenaurach, October 11, 2010** – adidas AG today converted its no-par-value bearer shares to registered no-par-value shares (registered shares). Effective October 11, 2010, adidas AG registered shares are traded under the new ISIN DE000A1EWWW0 (previously: DE0005003404) or WKN A1EWWW (previously: 500340) on the stock exchange. The trading symbol remains ADS.DE. The conversion to registered shares is free of charge for adidas AG shareholders.

Registered shares require that a share register be kept, in which adidas AG shareholders are entered, giving their name, date of birth and address as well as the number of adidas AG shares they hold. It is important for shareholders to be entered in the share register as only those shareholders who are entered in the share register are considered by the Company to be shareholders and are thus authorised to participate in general meetings and exercise voting rights.

The legal position of the shareholders who are entered in the share register will not be affected by the conversion to registered shares. Their holding in the Company remains unchanged. Further, shareholders' rights to sell their shares or purchase shares are not limited or made more complicated.

Further details about registered shares are available on our corporate website at:

[www.adidas-Group.com/registered\\_shares](http://www.adidas-Group.com/registered_shares).

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Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)