



For immediate release

August 30, 2011

adidas aims at market leadership in Poland with UEFA EURO 2012™

Herzogenaurach/Warsaw – At a press conference in Warsaw today, adidas Group CEO Herbert Hainer announced that the adidas brand plans to use the UEFA EURO 2012™ as a platform to achieve market leadership in Poland by 2015. In addition, adidas aims for market leadership in the football category in Poland in 2012. In the Ukraine, where adidas is already the clear market leader, the brand wants to further expand its leadership position.

“As the Official Partner of UEFA EURO 2012™, we will use the event to reach market leadership in Poland by 2015 and take over category leadership in football in 2012,” said Herbert Hainer, CEO of the adidas Group. “This is the first time a major tournament like the UEFA EURO™ will be hosted by Poland and the Ukraine. We are very excited about the upcoming event and plan to leverage UEFA EURO 2012™ internationally to showcase our brand and our innovative and exciting products.”

As the Official Sponsor, Supplier and Licensee of UEFA EURO 2012™, adidas provides the Official Match Ball and supplies the equipment for all officials, referees, volunteers and various youth programs such as ball kids and player escorts. First products for the UEFA EURO 2012™ will be available for consumers at the end of 2011.

At the media event, Herbert Hainer was joined by Artur Czerwonogrodzki, Country Manager for the adidas Group in Poland, who shared details about the Group’s business in Poland and the current status of its preparations for UEFA EURO 2012™.

About adidas and football:

As the world’s number one football brand, adidas is the Official Sponsor and ball supplier of the most important FIFA and UEFA football tournaments, including the FIFA World



page 2

Cup™ and UEFA EURO™ tournaments as well as the UEFA Champions League. In addition, adidas has partnerships with football federations such as current World and European Champions Spain, Argentina, China, Denmark, Germany, Greece, Japan, Mexico, Nigeria, Russia and Ukraine. Many prominent clubs, such as Legia Warsaw, Wisla Cracow, AC Milan, Chelsea FC, FC Bayern Munich, Liverpool FC, Real Madrid and Olympique Marseille also endorse adidas products. Additionally, individual players like Ireneusz Jeleń, Maciej Iwański, Lukas Podolski, David Beckham, Diego Forlán, Kaká, Lionel Messi, Arjen Robben, Bastian Schweinsteiger and David Villa represent their respective clubs wearing state-of-the-art adidas football equipment.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 44,000 employees and generated sales of € 12 billion in 2010.

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