



TaylorMade-adidas Golf takes global golf market leadership

Herzogenaurach, June 29, 2010 – “We are proud to announce that our golf division TaylorMade-adidas Golf has achieved global market leadership and is now the biggest golf company worldwide,” Herbert Hainer, CEO of adidas AG said at the TaylorMade-adidas Golf Pro-Am Tournament in Herzogenaurach yesterday. During the tournament, hosted by Herbert Hainer, TaylorMade Tour Staff professionals Sergio Garcia, Paul McGinley and Retief Goosen played together with guests from sports, business and entertainment.

Taking global market leadership, TaylorMade-adidas Golf is the number one in terms of sales, bolstered by TaylorMade being the unrivalled market leader in the key golf category – metalwoods – in the world’s biggest golf market, North America. In addition, adidas Golf together with Ashworth has become the global market leader in golf apparel. Also golf ball market share at the end of the first quarter 2010 has doubled compared to the prior year.

In the first quarter of 2010, TaylorMade-adidas Golf revenues increased by 16% on a currency-neutral basis – rising from € 194 million to € 223 million in euro terms in the prior year. Since the acquisition by the adidas Group in 1997, TaylorMade-adidas Golf sales have increased continuously, most recently increasing to € 831 million in 2009.

“Innovation and cutting-edge design have always been the main growth factors for our golf equipment and apparel brands,” said Mark King, “We fully expect this success story to continue.” Earlier this year, TaylorMade launched new drivers such as the Burner SuperFast TP or the R9 SuperTri. In addition, since the acquisition of Ashworth in 2008, the apparel product offering is now also expanding into the lifestyle segment.

Also in Herzogenaurach yesterday, adidas Golf kicked off its biggest digital campaign ever: Wear in the World. Two job candidates set off on a journey across nine countries on three continents in 50 days where they will be testing adidas Golf apparel under some of the world’s most extreme weather conditions. Both candidates will share their experiences online via social media channels such as Facebook or Twitter. The winner will be offered a job to become TaylorMade’s Social Media Catalyst.

About TaylorMade-adidas Golf

Founded in 1979 and headquartered in Carlsbad, California, TaylorMade-adidas Golf comprises three golf brands under one roof: TaylorMade markets all major golf products including metalwoods, irons, hybrids, wedges, putters and balls. adidas Golf is a leading supplier of high-performance golf footwear and apparel. Ashworth is an authentic golf-inspired lifestyle brand and complements adidas Golf’s profile. TaylorMade has been part of the adidas Group since 1997.

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 three core segments: adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 39,000 employees and generated sales of EUR 10.4 billion in 2009.

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