

**Declaration by the Executive Board and Supervisory Board
of adidas AG in accordance with § 161 German Stock
Corporation Act (Aktiengesetz - AktG)
on the German Corporate Governance Code**

The Executive Board and Supervisory Board of adidas AG issued their last Declaration of Compliance pursuant to § 161 AktG on February 11, 2009. The following declaration refers to the German Corporate Governance Code (hereinafter referred to as the "Code") as amended on June 6, 2008 for the period between February 12 and August 5, 2009. For the period as of August 6, 2009, the following declaration refers to the recommendations of the Code as amended on June 18, 2009, which was published in the electronic Federal Gazette on August 5, 2009.

The Executive Board and Supervisory Board of adidas AG declare that the recommendations of the "Government Commission on the German Corporate Governance Code" have been and are met with the following deviations:

Deductible with regard to the D&O liability insurance (section 3.8)

So far, the D&O liability insurance policy for our Executive Board and Supervisory Board members does not provide for a deductible as this is a group insurance for a number of executives in Germany and abroad and a deductible is not common practice outside of Germany. Since the German Act on the Appropriateness of Management Board Remuneration (Gesetz zur Angemessenheit der Vorstandsvergütung - VorstAG) became effective, § 93 section 2 sentence 3 AktG in its new version stipulates that a deductible is mandatory when concluding a D&O liability insurance for Executive Board members. adidas AG will comply with the statutory provisions on the deductible and amend existing D&O liability insurance policies within the statutory transition period, i. e. at the latest effective July 1, 2010. In addition, section 3.8 of the Code as amended on June 18, 2009 recommends agreeing upon a respective deductible for Supervisory Board members. adidas AG has decided to comply also with this recommendation as of July 1, 2010 at the latest.

Agreeing severance payment caps when concluding Executive Board service contracts (section 4.2.3 subsection 4)

The recommendation of the Code provides for a severance payment cap for contracts with a term of more than three years. We believe that for contracts with a term of up to three years the short contractual term agreed in connection with further contractual provisions offer sufficient protection from inappropriate severance payments. Hence, no formal severance payment cap is intended.

Age limit for Supervisory Board members (section 5.4.1 sentence 2)

We do not set an age limit for Supervisory Board members as this is, in our opinion, an unnecessary limitation of the rights of our shareholders and employees when electing their representatives to the Supervisory Board.

Compensation of the Supervisory Board (section 5.4.6 subsection 2)

The members of our Supervisory Board do not receive any performance-oriented compensation in order to exclude any potential conflicts of interest with regard to decisions of the Supervisory Board, which might have influence upon performance criteria.

Disclosure of the shares held by the individual members of the Executive Board and Supervisory Board or financial instruments related thereto (section 6.6 sentence 1)

Insofar as no further statutory obligations exist, we report the ownership of shares if it exceeds 1% of the shares issued by adidas AG but we do not report this on an individual basis for the members of the Boards. Instead, we publish the total holdings of all members of the Executive Board and all members of the Supervisory Board separately in order to safeguard the Board members' interests worthy of protection.

Herzogenaurach, February 11, 2010

For the Supervisory Board
- Chairman of the Supervisory Board -
signed Igor Landau

For the Executive Board
- Chief Executive Officer -
signed Herbert Hainer