

EANS-Total Voting Rights: adidas AG / Release according to article 26a WpHG
(Securities Trading Act) with the aim of a Europe-wide distribution

Total number of voting rights announcement transmitted by euro adhoc. The
issuer is responsible for the content of this announcement.

adidas AG hereby announces that at the end of the month November 2009 the number
of voting rights amounts to a total of 209,216,186 voting rights.
The change of total voting rights is effective as of 09.11.2009.

issuer: adidas AG
Adi-Dassler-Str. 1-2
D-91074 Herzogenaurach
phone: +49 (0)9132 84-0
FAX: +49 (0)9132 84-2241
mail: investor.relations@adidas-Group.com
WWW: http://www.adidas-Group.com
sector: Recreational & Sports goods
ISIN: DE0005003404, XS0439260398
indexes: DAX, CDAX, HDAX, Prime All Share
stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin,
Hamburg, Stuttgart, Düsseldorf, Hannover, München
language: English