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Fair Labor Association Accredits adidas-Salomon Compliance Program

Washington, D.C. – The Board of Directors of the Fair Labor Association (FLA) voted today to accredit adidas-Salomon’s compliance program, signifying satisfactory completion of the company’s three-year initial implementation period and a finding by the FLA that the company is in substantial compliance with FLA requirements to implement a rigorous workplace code of conduct in factories making the company’s products.

By accrediting adidas-Salomon’s compliance program, the FLA Board formally recognized that the program has fulfilled the requirements set forth by the FLA and in the Monitoring Plan that adidas-Salomon submitted to the FLA in 2002. In evaluating a company’s program for accreditation, the FLA monitoring staff reviews independent factory monitoring and verification reports of supplier facilities conducted by accredited external monitors, and verifies implementation of monitoring protocols, training programs and auditing systems. Having met these requirements, adidas has achieved the designation, *Fair Labor Association Accredited Compliance Program*.SM

“The assessment is designed to evaluate the degree to which the company has achieved the objectives set in the implementation period,” said Auret van Heerden, FLA President and Chief Executive Officer. “In adidas’ review, the Board not only found them to be in compliance but noted an exemplary display of leadership in the spirit of corporate responsibility.”

The company joined forces with four major international brands and the European Trade Union Federation of Textiles, Clothing and Leather to develop a capacity building project in Bulgaria. The project stemmed from growing concerns about poor labor relations between factory workers, unions and management. The coalition sponsored a series of workshops on effective worker management communication practices for workers, workers groups, employers and unions. The “training the trainer” approach enabled participating workers to return to their workplace and educate their colleagues on lessons learned; cultivating what has been called “improvement circles.”

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“This level of engagement is encouraging because they are responding to local issues in a strategic manner,” van Heerden said. “Projects such as this bridge the disconnect workers often feel with management and when provided the tools to resolve their own issues, empowerment breeds awareness, higher productivity and a better work environment overall.”

For more information on adidas-Salomon and its corporate responsibility program, visit <http://www.adidas-salomon.com/en/sustainability/welcome.asp>.

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