

For immediate release

May 17, 2006

## **Eric Liedtke Appointed Head of Global Brand Marketing for adidas**

**Herzogenaurach** – adidas has appointed Eric Liedtke as Head of Global Brand Marketing for the adidas Brand. In this role, Eric Liedtke will be responsible for Communications, PR and Market Research, reporting directly into Erich Stamminger, President and CEO of the adidas brand. Currently, Eric Liedtke heads up brand marketing at adidas America in Portland, Oregon. He succeeds Uli Becker who was appointed Head of Global Marketing for the Reebok brand, in a separate announcement today.

Eric Liedtke has been with the adidas Group for over 12 years, and has held various senior management positions in product marketing and brand communications at adidas America.

“Under Eric’s leadership, the adidas brand has advanced tremendously in the North American market, and I look forward to working with him now in a global capacity,” said Erich Stamminger, President and CEO of the adidas brand. “He understands the unique strengths of the adidas brand, and has co-operated closely with both our Global brand communication team and our agency network TBWA/180. I am convinced that Eric will

be able to further strengthen and evolve our brand communications under our brand attitude, "Impossible Is Nothing."

I would also like to extend my sincere thanks to Uli Becker, who was instrumental in leading adidas in recent years to brand leadership and world-class advertising. During his tenure, the adidas brand communication team evolved into the best in the industry, recently recognized by the 2006 Advertiser of the Year Award by the Cannes Festival. Uli will undoubtedly be a great asset to the Reebok brand, and I wish him continued success in his new role."

**Media Contacts:**

**Media Relations**

Anne Putz  
Team Leader Corporate PR adidas Group  
Tel.: +49 (0) 9132 84-2964

Nicole Vollebregt  
Head of Global PR Brand adidas  
Tel.: +49 (0) 9132 84-5015

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)