

For immediate release

January 9, 2006

Erich Stamminger Appointed President of the adidas Brand

Herzogenaurach – adidas-Salomon AG has appointed Erich Stamminger as President and CEO of the adidas brand with immediate effect. In this newly created function, Executive Board Member Erich Stamminger will be in charge of the adidas brand's business worldwide and report directly into Herbert Hainer, Chairman and CEO of adidas-Salomon AG. All global functions and regional heads of the adidas brand will report into Erich Stamminger.

“There is no other person in the world that has a better and deeper understanding of the adidas brand. This made Erich the ideal choice for this new role,” Herbert Hainer commented. “Under his global marketing leadership adidas has become a leading global brand with groundbreaking innovative products and award-winning communication. During his tenure in North America, Erich has also successfully and quickly turned around our North America operations.”

Erich Stamminger, 48, was appointed to the Executive Board of adidas-Salomon AG in 1997. Since January 2000, Erich Stamminger has served the company as Board Member Responsible for Global Marketing. In January 2004 he assumed additional responsibility for adidas in North America as President and CEO of adidas America Inc. Under Erich Stamminger's leadership, adidas achieved double-digit growth in the North American market in 2005 and, under the recently announced new management structure, is now well positioned for continued success in the region.

Erich Stamminger began his career at adidas in 1983 as Head of Market Research for adidas Germany. In 1991, he became Marketing Director and in 1994 Managing Director of adidas Germany. He then moved into a regional role as Senior Vice President, Region Europe, Africa, Middle East in 1996. In 1998, Region Asia was added to his area of responsibility.

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