

For immediate release

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adidas appoints Pascal Martin as President of adidas Japan

Tokyo/Herzogenaurach – adidas Japan K.K. has appointed Pascal Martin as its President effective March 1, 2006. The 45-year-old Frenchman will report directly to Christophe Bezu, Head of adidas Region Asia/Pacific.

Pascal Martin joins adidas from Nissan Motor Co. Ltd where he served as General Manager within Organization Development since September 2003. Prior to joining Nissan he worked as a consultant at Booz Allen Hamilton and acted as an entrepreneur between 1994 and 2003. After his studies at the Sorbonne University in Paris and at Stanford University, Pascal Martin began his career at McKinsey & Company where he held positions in Los Angeles and Paris. He enjoys skiing, sailing, playing tennis and football. He is married and has 3 children.

“Japan is central to the success of our Asian business,” commented Christophe Bezu. “With Pascal Martin’s solid track record and his outstanding management capabilities I am sure we have found the right person to ensure the continued growth of the Japanese business and to secure our market leadership which we gained this year.”

Pascal Martin succeeds Rob Langstaff who took over the day-to-day operations of the adidas North American business as President of adidas America Inc. effective January 1, 2006. Christophe Bezu will continue to oversee the Japanese business until Pascal Martin starts his new position.

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