

adidas by Stella McCartney -successful collaboration extended to 2010-

Herzogenaurach/Germany, March 21, 2006 – adidas and Stella McCartney announced today that they will extend their successful collaboration to the year 2010. The groundbreaking partnership was launched with a spring/summer collection in February 2005, debuting in an exclusive distribution network of limited doors mainly in the US and Japan. Since then, the number of doors has risen to over 400 worldwide in 40 countries, supporting triple-digit growth in sales.

Hermann Deininger, adidas Global Brand Creative Director, commenting about the decision to extend the contract: “The worldwide success of the collection continues to exceed our expectations. adidas by Stella McCartney obviously met a need in the marketplace. We are very pleased to continue this inspirational partnership!”

adidas by Stella McCartney is a unique concept for women that fuses real performance with style, by offering functional products in Running, Gym, Swim and, as of spring/summer 2006, a Tennis line. In January, rising tennis star Maria Kirilenko was introduced as the first professional athlete to compete in the range. Overall, the line features cutting-edge technologies in both footwear and apparel, such as the lightest a³ heel-to-toe cushioning system launched in this season’s Flyride running shoe. adidas and Stella McCartney launched their new fall/winter ‘06 collection today in Aspen/Colorado, introducing Wintersports as a new category.

Note: adidas offers products out of three different divisions: Sport Performance (leading technologies), Sport Heritage (Originals models), Sport Style (Y-3, sports-inspired design collaboration with Yohji Yamamoto). The adidas by Stella McCartney range is part of the adidas Sport Performance division.

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