

**For immediate release**

**June 6, 2006**

**adidas Share Split Successfully Implemented**

**Herzogenaurach** – adidas AG today successfully implemented the share split approved by the Annual General Meeting on May 11, 2006. Prior to market opening, each existing share was divided into four adidas AG shares and opened at € 38.36.

Also effective today, the shares are listed under the new company name “adidas AG” that was entered into the commercial register on May 29, 2006. The shares will continue to be traded under the international security identification number (ISIN) DE0005003404 and the trading symbol remains ADS.DE and ADSG.DE.

The adidas Group is one of the global leaders in the sporting goods industry offering a wide range of products around the three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has approximately 25,000 employees worldwide and generates sales of about € 9.5 billion.

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