

Ad-hoc-publication
adidas-Salomon AG
ISIN: DE0005003404

adidas-Salomon to combine with Reebok

Herzogenaurach / Canton, MA - The Boards of adidas-Salomon AG and Reebok International Ltd. decided that adidas will acquire all of the outstanding shares of Reebok for US\$ 59.00 per share in cash. The offer price represents a premium of 34.2 percent over the closing price of Reebok's stock on August 2, 2005. The transaction value is approximately € 3.1 billion (US\$ 3.8 billion) including the assumption of net cash of € 69 million (US\$ 84 million). The transaction is subject to the approval of Reebok's shareholders as well as to the regulatory approvals and customary closing conditions. Both companies believe that the transaction will close in the first half of 2006.

Media/IR Contacts:

adidas-Salomon AG
Adi-Dassler-Str. 1-2
91074 Herzogenaurach
corporate.press@adidas.de
investor.relations@adidas.de

Media Relations
Jan Runau
Head of Corporate PR
Tel.: +49 (0) 9132 84-3830
Mobile: +49 (0) 160 884-3830

Anne Putz
Corporate PR Manager
Tel.: +49 (0) 9132 84-2964
Mobile: +49 (0) 160 884-2964

Investor Relations
Natalie M. Knight
Head of Investor Relations
Tel.: +49 (0) 9132 84-3584

Hendric Junker
Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

Sebastian Steffen
Investor Relations Manager
Tel.: +49 (0) 9132 84-3824

Please visit our corporate website: www.adidas-Salomon.com