

**For Immediate Release****January 25, 2006****adidas Group Comments on Approval of Transaction by Reebok Shareholders**

Herzogenaurach – adidas-Salomon AG issued the following statement regarding the announcement by Reebok International Ltd. that its shareholders today voted to approve the companies' merger agreement.

"We are pleased that Reebok's shareholders have fully endorsed our transaction," said adidas-Salomon AG Chairman and CEO, Herbert Hainer. "This is an enormous opportunity to combine two of the most respected and well-known brands in the worldwide sporting goods industry. An integration plan that leverages the talents and expertise of both companies is underway. We look forward to the exciting benefits of this transaction."

Under the terms of the agreement announced on August 3, 2005, Reebok shareholders will receive U.S. \$59.00 per share in cash upon the close of the transaction. adidas-Salomon AG and Reebok have received the approvals required to complete the transaction, which could close as early as January 31, 2006.

**About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry and offers a broad range of products with brands such as adidas and TaylorMade in its portfolio. Excluding the Salomon business segment, the adidas Group had 14,217 employees and reached sales of € 5.9 billion in 2004. The Group's net income attributable to shareholders from continuing and discontinued operations reached € 314 million in 2004.

## **Forward-Looking Statements**

The statements, analyses, and other information contained herein relating to the proposed merger and anticipated synergies, savings and financial and operating performance, including estimates for growth, trends in each of adidas-Salomon's and Reebok's operations and financial results, the markets for adidas's and Reebok's products, the future development of adidas's and Reebok's businesses, and the contingencies and uncertainties to which adidas and Reebok may be subject, as well as other statements including words such as "anticipate," "believe," "plan," "estimate," "expect," "intend," "will," "should," "may," and other similar expressions, are "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. Such statements are made based upon management's current expectations and beliefs concerning future events and their potential effects on the company.

Future events and their effects on adidas and Reebok may not be those anticipated by management. Actual results may differ materially from the results anticipated in these forward-looking statements. Risks and uncertainties include, without limitation, the following: international, national and local general economic and market conditions; unanticipated shifts in consumer preferences in athletic footwear, apparel and hardware; competition; the ability to maintain advantageous licenses with our licensors; risks associated with our international sales, distribution and manufacturing; increases in raw material prices; our ability to manage and forecast our growth and inventories; the loss of significant customers and suppliers; the effect of currency fluctuations; responsiveness to existing and new products and distribution channels; the ability to achieve the cost savings and synergies contemplated by the proposed merger; the effect of regulatory conditions, if any, imposed by regulatory agencies; the reaction of Reebok's and adidas's customers and suppliers to the transaction; the ability to promptly and effectively integrate the businesses of Reebok and adidas; diversion of management time on merger-related issues; and increased exposure to exchange rate fluctuations.

Neither adidas nor Reebok undertakes, and each specifically disclaims, any obligation to update or revise any forward-looking information, whether as a result of new information, future developments or otherwise.

**Media/IR Contacts:**

adidas-Salomon AG  
Adi-Dassler-Str. 1-2  
91074 Herzogenaurach  
[corporate.press@adidas.de](mailto:corporate.press@adidas.de)  
[investor.relations@adidas.de](mailto:investor.relations@adidas.de)

Media Relations  
Jan Runau  
Chief Corporate Communications Officer  
Tel.: +49 (0) 9132 84-3830

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

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

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

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)

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