

Announcement Pursuant to Article 4 Sec. 2 of the Regulation (EC) No 2273/2003

Herzogenaurach, January 29, 2008 - The share buyback program announced by adidas AG by means of an ad hoc notification on January 29, 2008, commences on January 30, 2008. Treasury shares of up to 5% of the Company's stock capital (up to 10,182,248 shares) with an aggregate value of up to EUR 420 million (excluding incidental purchasing costs) shall be repurchased, exclusively via the stock exchange. adidas AG intends to cancel the repurchased shares, thus reducing its stock capital. Shares may also be used to meet obligations towards employees of the Group arising from share option programs. adidas AG therefore exercises the authorization granted by the Annual General Meeting on May 10, 2007, to repurchase treasury shares pursuant to § 71 sec. 1 no. 8 German Stock Corporation Act (Aktiengesetz - AktG). Should the existing authorization to buy back shares be replaced by a new authorization at the Annual General Meeting on May 8, 2008, the share buyback may continue on the basis of the new authorization.

Initially, a bank is assigned to carry out the share buyback making its decisions on the share repurchase date independently from and without influence of the Company.

The price per repurchased share (excluding incidental purchasing costs) may not be more than 5% higher or lower than the average stock exchange price for the Company's shares as established in the closing auction of the Xetra-Trading System on the Frankfurt Stock Exchange during the three trading days immediately preceding the repurchase obligation.

Additionally, all trading restrictions of Article 5 of the Commission Regulation (EC) No 2273/2003 of December 22, 2003 (EC-Reg) will be observed. In accordance with EC-Reg, no purchase price may be paid which exceeds the price of the last independent trade or the highest independent bid placed at the time of the purchase at the stock exchange at which the purchase is carried out. The higher of both values is decisive. Pursuant to EC-Reg, not more than 25% of the average daily volume of shares at the stock exchange at which the purchase is carried out will be acquired. The average volume of shares is based on the average daily trade volume of the 20 trading days preceding the specific date of purchase.

The share buyback program may be suspended and resumed at any time if this is in compliance with all statutory provisions. In addition, the share buyback program may be carried out without the engagement of a bank.

The transactions will be announced pursuant to the requirements of Article 4 sec. 4 EC-Reg no later than on the seventh trading day after their execution.



In addition, adidas AG will report regularly on the progress of the share buyback on www.adidas-Group.com.

Herzogenaurach, January 29, 2008
adidas AG

The Executive Board

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