

**For immediate release**

**May 10, 2006**

## **adidas Group Buys Distribution Rights for Brand Reebok in Russia**

**Herzogenaurach** – The adidas Group announced today that it bought the distribution rights for the Reebok brand in CIS (Russia, Ukraine, Kazakhstan, Belarus, Uzbekistan, Armenia, Azerbaijan) from ZAO RBK-Retail, Reebok's Russian distributor. Effective January 1, 2007 adidas Ltd., Moscow will become the exclusive distributor of Reebok products in CIS and ZAO RBK-Retail will become a key account for the adidas Group. Financial details of the transaction will be kept confidential.

This underscores the Group's strategy to further strengthen its control over its brands globally. Buying out distributors and joint venture partners has proven to be very successful for the Group in recent years. The adidas business in Italy, for example, has more than doubled since the buyout in 2002 and there have been sizable gains in Turkey, Denmark and Portugal where buyouts also occurred in the last five years. And most importantly, in Japan, where the Group's buyout of a distributor in 1999 allowed the adidas team to more proactively control the brand and take over market leadership in the world's second largest sporting goods market.

Buying out Reebok distributors and joint ventures around the globe is a key component of the integration strategy and will provide the Group with revenue synergies totaling at least € 200 million by 2009. Russia and China have been identified as the countries with the biggest opportunities, providing the vast majority of the revenue growth opportunities expected from the buyout of distributors and joint ventures.

ZAO RBK-Retail has been Reebok's distribution partner since 1999. Until the end of 2006, ZAO RBK-Retail will continue to hold the exclusive rights to distribute and market Reebok products.

### **About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core brands such as adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has approximately 25,000 employees and sales of around €9.5 billion.

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