

**adidas AG  
Herzogenaurach**

**- ISIN: DE0005003404 -**

**Announcement of Distribution of a Dividend**

The Annual General Meeting of May 8, 2008 of our Company has resolved to distribute a dividend for the fiscal year 2007 in the amount of EUR 0.50 per no-par-value share on the dividend-entitled stock capital of EUR 198,117,937.00. This amount already takes into account 5,511,023 treasury shares held by the Company either directly or indirectly, which pursuant to § 71 b German Stock Corporation Act (*Aktiengesetz - AktG*) are not entitled to payment of a dividend.

As no physical share certificates have been issued, the payment of the dividend will be carried out on May 9, 2008 by Clearstream Banking AG, Frankfurt am Main, via the depositary banks after a deduction of 20% withholding tax and 5.5% solidarity tax payable on such withholding tax (total deduction of 21.1 %).

The withholding tax and the solidarity tax payable on such withholding tax will be credited against the income tax or withholding tax of shareholders residing in Germany.

The withholding tax and solidarity tax shall not be deducted for those shareholders who have submitted to their depositary banks a "non-assessment note" ("Nicht-Veranlagungsbescheinigung") issued by their responsible tax authority. The same shall fully or partially apply to those shareholders who have provided their depositary bank with a "certificate of tax exemption" ("Freistellungsauftrag"), insofar as the volume of the exemption stated therein has not already been used up by other income from capital.

For shareholders residing in Germany, the taxation of the dividend shall be carried out in accordance with the regulations of the income tax laws (half-income procedure) or resp. of the corporation income tax laws.

Central paying agency shall be Dresdner Bank AG.

**Herzogenaurach, May 2008**

**adidas AG  
The Executive Board**