



adidas, the NBA and Minnesota Timberwolves Players to Open First adidas NBA Concept Shop in Europe

Istanbul, Turkey (October 5, 2007) - Today, NBA Commissioner David Stern, Erich Stamminger, President and CEO of the adidas Brand, and members of the Minnesota Timberwolves are set to open the first adidas NBA Concept Shop in Europe in Istanbul, Turkey. The opening ceremony will begin at 14:00 local time. The opening of the shop coincides with NBA Europe Live presented by EA SPORTS™ taking place in Istanbul October 1-6.

The adidas NBA Concept Shop is located in Taksim Square, “The Heart of Istanbul,” at Istiklal Caddes Avenue No: 85/89 in Beyoglu Istanbul and will cover 900sqm of the three floors while featuring the largest range of official adidas NBA products in Europe including NBA jerseys, warm-ups and other apparel. It will also offer a broad range of adidas Sport Performance and adidas Originals footwear, apparel and accessories.

“The adidas NBA Concept Shop brings the excitement of the NBA experience directly to our fans from the moment they enter the store,” said NBA Commissioner David Stern. “The new Shop demonstrates the power of our partnership with adidas which is expanding the NBA's retail presence around the world. adidas is an extraordinary partner that continues to support the growth of basketball's global popularity.”

Conceptualized as more than just a store, the adidas NBA Concept Shop features four areas designed to give consumers a look into the various stages a player goes through to prepare for a game. The shop gives fans a creative way for them to enjoy a unique and complete adidas and NBA basketball experience.

“This adidas NBA Concept Shop is the European destination for anyone looking for adidas and NBA products,” stated Erich Stamminger, President and CEO of the adidas Brand. “We are enthusiastic about basketball and our unique partnership with the NBA. Together, we are committed to developing the sport globally, and we see a great joint opportunity for basketball in Europe.”

Upon entering the store, the consumer enters the Player’s Entrance. As a player, the tunnel leading to the court is one of the most emotional and exciting moments they experience prior to playing the game. As a fan, it is a moment in which they dream. The Player’s Entrance will recreate this experience for the consumer as they enter the store.



Information

The Court Zone is the heart of the store. This is where the consumer is immersed into the full team experience. This is where fans will find a wide range of official adidas NBA products as well as adidas Basketball products.

In the Training Zone, consumers will find the products they need to prepare to take their games to the highest level, while the Transition Zone is meant to replicate when the players step off the court to relax, socialize and get away from the game. In this area, consumers will find a number of products designed for off the court, as well as activities that many NBA players take part in. The Transition Zone includes lounge seating, a variety of magazines and books, as well as, a video game entertainment centre and music listening station.

About adidas

adidas has been providing innovative products for the world's best athletes for more than 50 years, from past NBA legends to today's superstars, such as Gilbert Arenas, Chauncey Billups, Tim Duncan, Kevin Garnett, Dwight Howard and Tracy McGrady.

On April 11, 2006 the adidas Group and the National Basketball Association signed an 11-year global merchandising partnership that will make the adidas brand the official uniform and apparel provider for the NBA, the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

About the NBA

The NBA reaches fans and consumers worldwide through the licensing and marketing of consumer products bearing the league's trademarks and player attributes. Over 300 licensees manufacture, sell and market NBA products, which are sold in more than 100,000 retail locations, in 100 countries on 6 continents. Major categories include video games, apparel, footwear, sporting goods and trading cards. The NBA also owns and operates the world-famous NBA Store on Fifth Avenue in New York City, as well as NBAStore.com. Over 1 million fans visit the NBA Store each year. In addition to offering a large assortment of NBA and WNBA merchandise, the store features multimedia attractions, a fully operational broadcast booth and an official half-court used for special events, and regularly-scheduled appearances by NBA and WNBA players, legends and celebrities. NBAStore.com is visited by over 20 million people each year and offers a European specific store as well.



Information

Contacts:

Media Relations

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

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

Kirsten Keck
Corporate PR Manager
Tel.: +49 (0) 9132 84-6207

Investor Relations

Natalie M. Knight
Vice President, Investor Relations
Tel.: +49 (0) 9132 84-2187

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

John-Paul O'Meara
Investor Relations Manager
Tel.: +49 (0) 9132 84-2751

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