

For immediate release

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**adidas unveiled as Tier One London 2012 Partner
Official Sportswear Partnership confirmed**

London – adidas has claimed gold with the announcement of their Tier One partnership with the London Organising Committee of the Olympic and Paralympic Games (LOCOG), becoming the 'Official Sportswear Partner of London 2012'. A host of international sports stars attended the announcement in central London today.

The partnership with London 2012 will be the biggest single investment adidas has ever put into a UK sporting event and includes the financial contribution to LOCOG, kitting out LOCOG's athletes and volunteers, potential merchandise royalties and marketing activities leading up to the event.

adidas will be the exclusive supplier of branded and unbranded sports merchandise to all London 2012 venues and stores and they will also kit out the approximately 70,000 volunteers needed to man the Games and will provide them with the same level of care as athletes.

adidas will also help Team GB and Paralympics GB secure medals by supplying the most technologically advanced sporting apparel available. In addition, adidas is determined to increase sports participation in the UK by inspiring youth and supporting promising young athletes for the next five years and beyond.

page 2

Herbert Hainer, CEO and Chairman of the adidas Group said: "This is a fantastic opportunity for adidas and we are excited to become a Tier One partner of the London 2012 Olympic Games and Paralympic Games. Our heritage and technologies have been inseparable from the history of both the Olympic and the Paralympic Games. So we are proud to be playing a major role in what promises to be one of the best sporting events the world has ever seen. Our deep involvement in the Games will help us to become the leading sports brand in the UK, the largest sportswear market in Europe."

On the new partnership, LOCOG chairman Lord Sebastian Coe expressed his delight in securing adidas as a Partner of the London 2012 Games, adding: "In adidas we have a partner that not only understands the audience but also understands sport. The long adidas association with the Olympic Games makes them the perfect fit for the sportswear category. No other sportswear brand can claim to be actively involved in 25 of the 26 Olympic sports that will be on show at London 2012. adidas has the ability to communicate and engage with all audiences young and old which will ensure that, together, we can inspire and excite everyone over the next five years and beyond."

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