

For immediate release

November 8, 2007

Dr. Hans Friderichs Appointed Chairman of Supervisory Board of adidas AG

Herzogenaurach – adidas AG announces that at yesterday's Supervisory Board meeting **Dr. Hans Friderichs** (76), Deputy Chairman of the Supervisory Board, was appointed Chairman of the Supervisory Board with immediate effect. **Henri Filho** (76) has resigned from his office as Supervisory Board Chairman and left the Supervisory Board for personal reasons.

The Supervisory Board also appointed **Igor Landau** (63) as additional Deputy Chairman. **Fritz Kammerer** (61) remains in office as Deputy Chairman. **Dr. Stefan Jentsch** (46), member of the Executive Board of Dresdner Bank AG, elected as substitute member by the shareholders at the Annual General Meeting in May 2004, now becomes a member of the Supervisory Board.

The members of the Supervisory Board and the Executive Board of adidas AG thank Henri Filho for his many years of dedication and commitment to the benefit of the Group and wish him all the best for the future. The Executive Board looks forward to continuing its successful cooperation with the Supervisory Board under the chairmanship of Dr. Hans Friderichs.

Contacts:

Media Relations

Jan Runau
Chief Corporate Communication 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 84-3584

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