

For immediate release

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adidas Group completes divestiture of Rockport

Herzogenaurach, Germany / Canton, Massachusetts, United States – The adidas Group announced today that it has formally completed the divestiture of its Rockport business to a new entity formed by Berkshire Partners LLC and New Balance Holding, Inc. Following the completion of the divestiture of the Rockport business segment on July 31 2015, the Rockport segment will be deconsolidated.

Headquartered in Canton, MA, The Rockport Company LLC is a global designer, developer, manufacturer, distributor and retailer of footwear under the Rockport brand. Rockport offers a full line of men's and women's footwear which is sold through a global multi-channel distribution network.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 53,000 people across the globe and generated sales of € 14.5 billion in 2014.

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