

euro adhoc: adidas AG / Release of a voting rights announcement according to article 26, section 1.1 WpHG (Securities Trading Act) with the aim of a Europe-wide distribution

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 Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.  
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Person/company obliged to make the notification:  
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Name: Barclays Global Investors UK Holdings Limited  
 Place: London  
 State: England

Company data:  
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Name: adidas AG  
 Address: Adi-Dassler-Str. 1-2, 91074 Herzogenaurach  
 Place: Herzogenaurach  
 State: Deutschland

25.04.2008

Barclays Global Investors UK Holdings Limited, London, England, informed us pursuant to 21 section 1 WpHG (German Securities Trading Act) on April 23, 2008, that the percentage of voting rights held by them in adidas AG, Herzogenaurach, Germany, (ISIN DE0005003404), fell below the threshold of 3% on April 21, 2008 and on this date amounted to 2.99% of the voting rights (6,089,172 shares with voting rights).

2.99% (6,089,172 shares with voting rights) of these voting rights are to be attributed to Barclays Global Investors UK Holdings Limited pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, April 25, 2008

adidas AG  
 The Executive Board

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 sector: Recreational & Sports goods  
 ISIN: DE0005003404, A0DMK03  
 indexes: DAX, CDAX, HDAX, Prime All Share  
 stockmarkets: regulated dealing/prime standard: Börse Frankfurt, free trade:  
 Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
 Börse Hannover, Börse München  
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