

**adidas AG
Herzogenaurach**

- ISIN: DE0005003404 -

Announcement of Distribution of a Dividend

The Annual General Meeting of our Company held on May 6, 2010 has resolved to distribute a dividend for the financial year 2009 in the amount of EUR 0.35 per no-par-value share on the dividend-entitled stock capital of EUR 209,216,186.00.

As no physical share certificates have been issued, the dividend will be paid out on May 7, 2010 by Clearstream Banking AG, Frankfurt am Main, via the depositary banks less 25% withholding tax, a solidarity surcharge of 5.5% on such withholding tax (total deduction of 26.375 %) as well as church tax on the withholding tax, if applicable.

The withholding tax and solidarity surcharge as well as church tax, if applicable, shall not be deducted for those shareholders who have submitted to their depositary banks a "non-assessment certificate" ("Nicht-Veranlagungsbescheinigung") issued by their responsible tax authority. The same shall fully or partially apply to those shareholders who have provided their depositary bank with a declaration for exemption from withholding tax ("Freistellungsauftrag"), insofar as the volume of the exemption stated therein has not already been used up by other income from capital.

The German income tax for private investment income is considered as covered with the deduction of the above taxes. Irrespective of this, dividends may be included with other investment income in income tax assessments upon request if this results in lower individual income tax.

Shareholders residing abroad may benefit from a reduction in the retained withholding tax including the solidarity surcharge in accordance with double taxation conventions in force between the Federal Republic of Germany and the country concerned. Applications for refunds of this reduction amount must be received by the Bundeszentralamt für Steuern (German Federal Central Tax Office) in 53221 Bonn by December 31, 2013 at the latest.

Central paying agency shall be Commerzbank AG.

Herzogenaurach, May 2010

**adidas AG
The Executive Board**