

euro adhoc: adidas AG / Directors' Dealings Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG

-----  
 Notification concerning transactions by persons discharging managerial responsibilities pursuant to section 15a of the WpHG, transmitted by euro adhoc with the aim of a Europe-wide distribution. The issuer is responsible for the content of this announcement.  
 -----

Details of the person subject to the disclosure requirement:  
 -----

Name: Fritz Kammerer

Reason for the disclosure requirement:  
 -----

Reason: Person performing managerial responsibilities  
 Position: Member of an administrative or supervisory body

Details of the transaction:  
 -----

Description of financial instrument: adidas shares

ISIN: DE0005003404

Type of transaction: purchase

Date: 25.08.2008

No of items: 256

Currency: Euro

Price: 38.97000

Total amount traded: 9,976.32

Place: Frankfurt/Main

Explanation:

Issuer subject to the publication requirement:  
 -----

emitter: adidas AG

Adi-Dassler-Str. 1-2

D-91074 Herzogenaurach

phone: +49 (0)9132 84-0

FAX: +49 (0)9132 84-2241

mail: investor.relations@adidas-Group.com

WWW: http://www.adidas-Group.com

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

language: English