

EANS-DD: adidas AG / Correction: Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG from 29. Sep 2010 at 09:12

 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:

Person, triggering the disclosure:

Name: Christian Tourres
 (natural person)

Reason for the disclosure requirement:

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

Details of the transaction:

Transaction:

Description of financial instrument: adidas AG shares
 ISIN: DE0005003404
 Type of transaction: sales
 Date: 27.09.2010
 Currency: Euro
 Price: 46.81936
 No of items: 62551
 Total amount traded: 2,928,597.78736
 Place: Frankfurt/Main
 Explanation: Correction of the Directors' Dealings notification of Sept. 29, 2010: The date of the transaction was corrected. Sept. 28, 2010 had originally been published as date of the sale. The correct date of the transaction was Sept. 27, 2010.

Further inquiry note:

Issuer subject to the publication requirement:

issuer: adidas AG
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 sector: Recreational & Sports goods
 ISIN: DE0005003404, XS0439260398
 indexes: DAX, CDAX, HDAX, Prime All Share
 stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin, Hamburg, Stuttgart, Düsseldorf, Hannover, München
 language: English

