

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

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 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.  
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Details of the person subject to the disclosure requirement:  
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Name: Fritz Kammerer

Reason for the disclosure requirement:  
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Reason: Person performing managerial responsibilities  
 Position: Member of an administrative or supervisory body

Details of the transaction:  
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Description of financial instrument: adidas shares

ISIN: DE0005003404

Type of transaction: purchase

Date: 23.12.2008

No of items: 190

Currency: Euro

Price: 26.1800

Total amount traded: 4,974.2000

Place: Frankfurt/Main

Explanation:

Issuer subject to the publication requirement:  
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emitter: adidas AG  
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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  
 language: English