

For immediate release

Herzogenaurach, July 22, 2010

AD-HOC: adidas Group announces preliminary half year sales and earnings

Herzogenaurach – In line with adhoc regulations stipulated by §15 WpHG (German Securities Trading Act), Management is providing preliminary half year and second quarter figures which are materially above market expectations. In the first half of 2010, Group revenues increased 7% on a currency-neutral basis or 11% in euro terms to € 5.6 billion. In the second quarter, adidas Group sales increased 11% currency-neutral or 19% in euro terms to € 2.9 billion. Net income attributable to shareholders reached € 295 million (2009: € 13 million) in the first six months and € 126 million in the second quarter (2009: € 9 million). Diluted earnings per share amounted to € 1.41 for the half year (2009: € 0.10) and € 0.60 for the quarter (2009: € 0.06), respectively. More detail on the Group's performance in the first half and outlook for the remainder of the year will be given with the publication of quarterly results on August 4, 2010.

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