

EANS-DD: adidas AG / 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:

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: DE000A1EWWW0
Type of transaction: sales
Date: 07.12.2010
Currency: Euro
Price: 50.08987
No of items: 24230
Total amount traded: 1,213,677.64702
Place: Frankfurt / Main
Explanation:

Further inquiry note:

Issuer subject to the publication requirement:

issuer: adidas AG
Adi-Dassler-Str. 1
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.de
sector: Recreational & Sports goods
ISIN: DE000A1EWWW0
indexes: DAX, CDAX, HDAX, Prime All Share
stockmarkets: regulated dealing/prime standard: Frankfurt, free trade: Berlin,
Hamburg, Stuttgart, Düsseldorf, Hannover, München
language: English