

EANS-DD: adidas AG / 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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Person, triggering the disclosure:  
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Name: Christian Tourres  
 (natural person)

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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Transaction:  
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Description of financial instrument: adidas AG shares  
 ISIN: DE000A1EWWW0  
 Type of transaction: sales  
 Date: 08.12.2010  
 Currency: Euro  
 Price: 50.00121  
 No of items: 75770  
 Total amount traded: 3,788,591.53016  
 Place: Frankfurt / Main  
 Explanation:

Further inquiry note:  
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Issuer subject to the publication requirement:  
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issuer: adidas AG  
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 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