

adidas AG
Herzogenaurach

WKN: 500340
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Announcement Pursuant to § 62 Section 3 of the Law Regulating Transformation of Companies (Umwandlungsgesetz - UmwG)

ASL - American Sports & Leisure Vertriebs GmbH, registered under HRB 10926 at the commercial register of the local court Fuerth, as transferring company shall be merged into adidas AG, registered under HRB 3868 at the commercial register of the local court Fuerth, as absorbing company. Thus, ASL - American Sports & Leisure Vertriebs GmbH transfers its entire assets and property including all rights and obligations by dissolution without liquidation to adidas AG by means of a merger (§ 2 number 1 UmwG). The merger shall be carried out internally effective as of January 1, 2009 (effective date of the merger). The merger is based on the annual balance sheet of ASL - American Sports & Leisure Vertriebs GmbH as at December 31, 2008 as closing balance.

The draft of the merger agreement was submitted to the commercial register responsible for adidas AG. The Executive Board is planning to make use of § 62 section 1 UmwG as at the time of the resolution by the shareholders' meeting of ASL - American Sports & Leisure Vertriebs GmbH on the approval of the merger agreement more than 90% of the stock capital of ASL - American Sports & Leisure Vertriebs GmbH will be owned by the absorbing company, adidas AG, hence a resolution on the merger is not required with regard to adidas AG.

The Executive Board hereby informs the shareholders of their right pursuant to § 62 section 2 UmwG. In accordance with this, a resolution on the merger by the Annual General Meeting is only required if shareholders of adidas AG, whose shares amount to one twentieth of the stock capital, demand the convocation of an Annual General Meeting in which the approval of the merger shall be resolved. A demand for convocation can only be considered if it is made no later than the end of December 31, 2008, proving their share property. Such convocation shall be addressed to adidas AG.

At the business premises of adidas AG, Adi-Dassler-Strasse 1, 91074 Herzogenaurach, the following documents are on display for shareholders:

1. Draft of the merger agreement between adidas AG and ASL - American Sports & Leisure Vertriebs GmbH,
2. Annual accounts and management report of adidas AG for the fiscal years of 2005, 2006 and 2007,
3. Annual accounts of ASL - American Sports & Leisure Vertriebs GmbH for the fiscal years of 2005, 2006 and 2007,
4. Interim financial statements of adidas AG and ASL - American Sports & Leisure Vertriebs GmbH as at September 30, 2008.

On request, each shareholder of adidas AG will be provided with copies of these documents promptly and without charge.

Herzogenaurach, November 2008

adidas AG
The Executive Board