

euro adhoc: adidas AG / Release of a voting rights announcement according to article 26, section 1.1 WpHG (Securities Trading Act) with the aim of a Europe-wide distribution

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Notification of voting rights transmitted by euro adhoc. The issuer is responsible for the content of this announcement.  
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Person/company obliged to make the notification:

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Name: The Bank of New York Mellon Corporation  
Place: New York  
State: USA

Company data:

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Name: adidas AG  
Address: Adi-Dassler-Str. 1-2, 91074 Herzogenaurach  
Place: Herzogenaurach  
State: Germany

20.10.2008

The Bank of New York Mellon Corporation, New York, USA, informed us pursuant to article 21 section 1 sentence 1 WpHG (German Securities Trading Act) on October 16, 2008, that the percentage of voting rights held by them in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has fallen below the threshold of 3% on October 15, 2008 and on this date amounted to 2.929% (5,806,424 shares with voting rights).

2.929% (5,806,424 shares with voting rights) of these voting rights are to be attributed to The Bank of New York Mellon Corporation pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, October 20, 2008

adidas AG  
The Executive Board

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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,  
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