

EANS-Voting Rights: 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: Various - see publication  
 Place: Various  
 State: Various

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

31.03.2009

1) On March 27, 2009, Invesco Ltd, Hamilton, Bermuda, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to Invesco Ltd pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

2) On March 27, 2009, Invesco Holdings Company Limited, London, UK, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to Invesco Holdings Company Limited pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

3) On March 27, 2009, IVZ Callco Inc., Halifax, Canada, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to IVZ Callco Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

4) On March 27, 2009, Invesco Inc., Toronto, Canada, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to Invesco Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

5) On March 27, 2009, Invesco Canada Holdings Inc. (formerly: AIM Canada Holdings Inc.), Toronto, Canada, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to Invesco Canada Holdings Inc. pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

6) On March 27, 2009, Invesco Trimark Ltd (formerly: AIM Funds Management Inc.), Toronto, Canada, notified us pursuant to article 21 section 1 WpHG (German Securities Trading Act) 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 September 30, 2008 and on this date amounted to 2.97% (5,894,813 shares with voting rights).

2.97% (5,894,813 shares with voting rights) of these voting rights are to be attributed to Invesco Trimark Ltd pursuant to article 22 section 1 sentence 1 no. 6 WpHG.

Herzogenaurach, March 31, 2009

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,  
Börse Hannover, Börse München  
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