

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: UBS AG  
Place: Zurich  
State: Switzerland

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

24.04.2009

UBS AG, Zurich, Switzerland, informed us pursuant to article 21 section 1 WpHG (German Securities Trading Act) on April 23, 2009, 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 April 20, 2009 and on this date amounted to 0.82% (1,580,086 shares with voting rights).

0.39% (758,034 shares with voting rights) of these voting rights are to be attributed to UBS AG pursuant to article 22 section 1 sentence 1 no. 1 WpHG.

Herzogenaurach, April 24, 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,  
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