

Conference Call Half Year 2008 Results

Dear journalist,

On behalf of our Executive Board, we would like to invite you to a conference call for journalists on the occasion of our

**Half Year Financial Results, on August 5, 2008, 10:00 am CET/04:00 EST
(dial-in is possible from 09:50 am onwards).**

The conference call will be held in English.

After a short introduction, you will have the opportunity to pose questions to: CEO Herbert Hainer and CFO Robin Stalker.

2008 Half Year Results will be e-mailed or faxed to your attention around 07:30 am CET on August 5 and will also be published on our website: www.adidas-Group.com.

Conference Call Number for Participants: +49 (0)69 589 990 507

Should you not be able to follow the conference call, we are offering a telephone replay service.

If you are calling from Germany please dial 030 - 726 167 224, from outside of Germany please dial +44 20 7031 4064 for the service which will be available until August 12, 2008. The pin code for both replay numbers is: 804475.

For any further questions or assistance please feel free to get in touch with our department at Tel: +49 (0) 9132/84-2352.

Best regards,

Jan Runau

Anne Putz

Kirsten Keck