

For immediate release

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adidas AG completes share buyback program

Herzogenaurach – adidas AG has completed the share buyback program Management decided to initiate on January 29, 2008. At that time, the Group announced its intention to buy back up to 5% (up to 10,182,248 shares) of the Company's stock via the stock exchange, with a value of up to € 420 million in the period between January and November 2008.

Between January 30 and October 22, 2008, adidas AG repurchased a total of 10,182,248 shares at an average price of € 40.21. This represents 5% of the stock capital at the time the program started. The total buyback volume amounted to € 409 million. The buyback was conducted on the basis of authorizations given by the Annual General Meetings on May 10, 2007, and May 8, 2008, respectively. 5,511,023 treasury shares were cancelled in July. The remaining 4,671,225 shares will be cancelled by the end of 2008.

Contacts:

Media Relations

Jan Runau
Chief Corporate Communications Officer
Tel.: +49 (0) 9132 84-3830

Anne Putz
Head of Corporate PR
Tel.: +49 (0) 9132 84-2964

Investor Relations

Natalie M. Knight
Vice President Investor Relations
Tel.: +49 (0) 9132 84-2187

John-Paul O'Meara
Senior Investor Relations Manager
Tel.: +49 (0) 9132 84-2751



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Kirsten Keck
Corporate PR Manager
Tel.: +49 (0) 9132 84-6207

Dennis Weber
Investor Relations Manager
Tel.: +49 (0) 9132 84-4989

Please visit our corporate website: www.adidas-Group.com