

adidas

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TYPE OF INTEREST: ...  
CORPORATE FINANCE

By Courier  
Division of Corporation Finance  
Office of International Corporate Finance  
Securities and Exchange Commission  
450 Fifth Street, N.W.  
Washington, D.C. 20549  
U.S.A.



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18.07.2007

*Salomon*

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AUG 01 2007

Amendment to Rule 12g3-2(b) Application of adidas AG (File No. 82-4278)

THOMSON  
FINANCIAL

Ladies and Gentlemen:

We are submitting this letter to the Securities and Exchange Commission (the "Commission") to amend the application of adidas AG (File No. 82-4278), formerly known as adidas-Salomon AG (the "Company"), for exemption from registration pursuant to the Securities Exchange Act of 1934, as amended (the "Exchange Act"), afforded by Rule 12g3-2(b) thereunder (the "Rule 12g3-2(b) Application").

The Company is a foreign private issuer that, upon application to the Commission and not after filing a Form 15F, has obtained an exemption from registration pursuant to the Exchange Act afforded by Rule 12g3-2(b) thereunder.

Pursuant to paragraph (f) of Rule 12g3-2 under the Exchange Act (which paragraph became effective on June 4, 2007), the Company hereby amends its Rule 12g3-2(b) Application to provide to the Commission the address of its Internet Web site on which it may from time to time publish information required by paragraph (b)(1)(iii) of Rule 12g3-2 [collectively, the "Home Country Disclosure Documents"]. The address of its Internet Web site is:

<http://www.adidas-group.com>

The Company confirms that, if it publishes any Home Country Disclosure Documents on its Internet Web site, it will comply with the English translation requirements provided in paragraph (e) of Rule 12g3-2 under the Exchange Act.

*De 7/31*

adidas AG  
Postfach 1120  
91072 Herzogenaurach  
Germany

T (+49) 9132 84-2803  
F (+49) 9132 84-3219  
gabriele.dirian@adidas-Group.com

Chairman of  
Supervisory Board:  
Henri Pascal Filho

Chairman of  
Executive Board:  
Herbert Hainer

Executive Board:  
Glenn Bennett  
Robin Stalker  
Erich Stamminger

adidas-Group.com

91072  
Herzogenaurach

Amtsgericht Fürth  
HRB 3868

UST-IDNR:  
DE 132490588

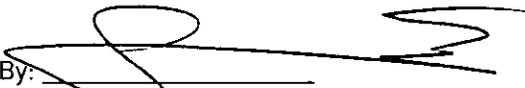
HypoVereinsbank, Erlangen  
BLZ 76320072 / Kto. 4 607 112

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Thank you for your attention to this amendment to the Company's Rule 12g3-2(b) Application. If any member of the Commission's staff has any questions or comments concerning this amendment, please feel free to contact Gabriele Dirian, adidas AG, at +49 9132 84 2803, Antonia Stolper, a partner at Shearman & Sterling LLP, at 212-848-5009 or Rebecca Hoskins, an associate at Shearman & Sterling LLP, at 212-848-4834.

Very truly yours,  
adidas AG

By: 

Name: Frank A. Dassler  
Title: Executive Officer

and by: 

Name: Gabriele Dirian  
Title: Executive Officer

END