

**adidas**

**GROUP**

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2008 OCT 27 P 1:03

OFFICE OF INTERNATIONAL  
CORPORATE FINANCE

United States Securities  
and Exchange Commission  
Attn. Mr. Paul Dudek  
Division of Corporate Finance  
450 Fifth Street, NW



Washington, D.C. 20549  
USA

**SUPL**

24.10.2008

*adidas Salomon AG*

**SEC Filing /  
Exemption purs. to rule 12g-3-2(b) under the Securities Exchange Act of 1934  
adidas AG / File No. 82-4278**

Dear Mr. Dudek,

in compliance with the above rule, please find attached the following statutory publications which were not published in that form on our website:

- Publication of Voting Rights Announcement of Oct. 14, 2008 through euro adhoc according to § 26 section 1 WpHG (Attachment No. 1)
- Publication regarding the availability of the Nine Months Report of Oct. 16, 2008 through euro adhoc (Attachment No. 2).
- Publication of Voting Rights Announcement of Oct. 20, 2008 through euro adhoc according to § 26 section 1 WpHG (Attachment No. 3)

The above publications were disclosed promptly via Pink OTC Markets' OTCQX listing platform.

Please be informed that we are aware of the amendments passed by the SEC with regard to Rule 12g-3-2(b). Within the three months' transition period, we will ensure that all publications will be available on our corporate website and we will subsequently refrain from filing additional paper submissions.

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**THOMSON REUTERS**

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Germany  
  
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Supervisory Board:  
Dr. Hans Friderichs

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

Dresdner Bank, Erlangen  
BLZ 76080040 / Kto. 540 690 000

Bay. Landesbank, München  
BLZ 70050000 / Kto. 54 719

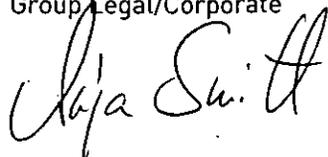
page 2

If you need further information, please do not hesitate to contact me.

Kind regards,

Attachments

adidas AG  
Group Legal/Corporate

A handwritten signature in black ink, appearing to read 'Anja Smith', written in a cursive style.

Anja Smith

euro adhoc: 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: FMR LLC  
Place: Boston  
State: USA

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

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2008 OCT 27 P 1:58  
SECURITIES INTERPRETATION

14.10.2008

Fidelity International, Tadworth, Great Britain, informed us on behalf of FMR LLC, Boston, USA, pursuant to article 21 section 1 sentence 1 WpHG (German Securities Trading Act) on October 10, 2008, that the percentage of voting rights held by FMR LLC in adidas AG (ISIN DE0005003404), Adi-Dassler-Strasse 1, 91074 Herzogenaurach, has exceeded the threshold of 3% on October 7, 2008 and on this date amounted to 3.21% (6,358,010 shares with voting rights).

3.21% (6,358,010 shares with voting rights) of these voting rights are to be attributed to FMR LLC pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, October 14, 2008

adidas AG

Executive Board

emitter: adidas AG  
Adi-Dassler-Str. 1-2  
D-91074 Herzogenaurach  
phone: +49 (0) 9132 84-0  
FAX: +49 (0) 9132 84-2241

mail: investor.relations@adidas-Group.com  
WWW: http://www.adidas-Group.com  
sector: Recreational & Sports goods  
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  
language: English

euro adhoc: adidas AG / Quarterly Report / Announcement according to articles 37v ff. WpHG [Securities Trading Act] with the aim of a Europe-wide distribution

Nine Months Report 2008

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Tip announcement for financial statements transmitted by euro adhoc. The issuer is responsible for the content of this announcement.  
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The financial statement is available:

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in the internet at: [http://www.adidas-group.com/en/investor/\\_downloads/pdf/quarterly\\_reports/Q3\\_2008\\_En.pdf](http://www.adidas-group.com/en/investor/_downloads/pdf/quarterly_reports/Q3_2008_En.pdf)  
in the internet on: 06.11.2008

emitter: adidas AG  
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WWW: <http://www.adidas-Group.com>  
sector: Recreational & Sports goods  
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  
language: English

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: The Bank of New York Mellon Corporation  
Place: New York  
State: USA

Company data:  
-----

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

20.10.2008

The Bank of New York Mellon Corporation, New York, USA, informed us pursuant to article 21 section 1 sentence 1 WpHG (German Securities Trading Act) on October 16, 2008, 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 October 15, 2008 and on this date amounted to 2.929% (5,806,424 shares with voting rights).

2.929% (5,806,424 shares with voting rights) of these voting rights are to be attributed to The Bank of New York Mellon Corporation pursuant to article 22 section 1 sentence 1 no. 6 WpHG in connection with article 22 section 1 sentence 2 WpHG.

Herzogenaurach, October 20, 2008

adidas AG  
The Executive Board

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Börse Berlin, Börse Hamburg, Börse Stuttgart, Börse Düsseldorf,  
Börse Hannover, Börse München  
language: English

*END*