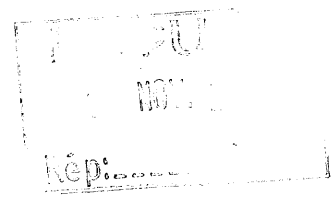




PC-TBEA



Fédération Internationale des ligues
des droits de l'Homme
Mr Souhayr Belhassen
President
17, Passage de La Main-D'or

F-75011 Paris

07.11.2007

Eight Requirements for Beijing/Your letter dated October 30, 2007

Dear Mr Belhassen,

This is in response to your letter addressed to Mr. Stamminger, CEO of the brand adidas, and members of the Executive Board of the adidas Group. We would like to thank you for the information you shared with us about the current human rights situation in China with regards to the Olympic Games 2008.

As a globally operating company we are conscious of the exceptional importance of human rights protection and are of the opinion that the commercial sector can play a significant role in achieving this objective. As a private enterprise, however, we see both the clearly defined limits to our influence as well as opportunities to specifically achieve and support improvements.

As such, our efforts regarding the protection of human rights, fair working and environmentally sustainable conditions are primarily directed towards the employees of our company and the workforce of the suppliers who manufacture our products in various countries.

Our corporate policy is based on the 'Workplace Standards', the adidas Group's code of conduct, in which we have specified basic standards for the protection of human and working rights for our associated suppliers whereby our policy is not aimed at a one-sided imposition of standards but much rather at guiding and supporting our suppliers in perceiving and assuming their own responsibility for these issues. We do this in a variety of ways in the form of training measures, 'peer reviews' and promoting an exchange of exemplary practices between supplier companies.

Within the framework of our programmes we not only work closely with the management of supplier companies, their workforces and local NGOs, but we also participate in various initiatives that seek a direct dialogue with local governments in order to specifically address problem areas in the countries. In China, for instance, the adidas Group belongs to the 'Better Workplace Foundation', a group of seven multi-national companies. This non-profit organisation is specifically

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

committed to improving the implementation of existing working rights in China and promotes the dissemination of exemplary practices with regard to personnel, health, work safety and environment management systems.

Furthermore, we actively exploit our opportunities to make contact with government and public authority representatives in China, e.g. together with delegations from the European Commission and the European Parliament, the US State Department and the International Labour Organization. These meetings provide a platform for voicing our standpoint that stable political and social peripheral conditions are essential for long-term investment and economic cooperation.

Since approximately 80% of the workforce in supplier companies in China are women, we met directly with the Chinese Employment Ministry to find out what measures the government has adopted to assure suitable social protection for female employees and how we can support this as a company. To this end we are also engaged in an intensive dialogue with the 'All China Women's Federation' in order to acquire a better understanding of women's affairs in China.

Beside these measures, we specifically promote transparency about the situation of supplier companies in China, by giving foreign journalists and representatives from the media the opportunity to visit factories and conduct interviews with employees and management.

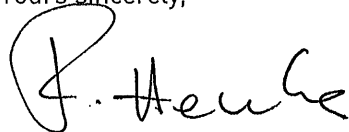
Supported by the World Federation of the Sporting Goods Industry, we have notified the National Olympic Committee of China of our standpoints and views that we regard as necessary for improving the implementation of human and working rights as well as the measures that we promote within the framework of our corporate possibilities.

To summarise, we would like to emphasise that the programmes conducted by us, be it at factory level or through dialogues with governmental organisations, promote sensibility for political and social affairs in China. In our view this is an important prerequisite for a willingness to embrace change in respect of society and the political system.

For more information about our social and environmental programme please visit our website:
<http://www.adidas-group.com/sustainability>

We hope that we have answered your letter to your satisfaction.

Yours sincerely,



Frank Henke
Global Director, Social & Environmental Affairs
adidas AG