

Addendum to global “all adidas” campaign press release:

“all adidas” Women’s digital film launches in fall/winter 2011

adidas releases another **“all adidas”** online film, an extension of the latest global brand campaign “all adidas” that was successfully launched in March and will run throughout 2011. Created around the “adidas is all in” hero spot, the film highlights women across the adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands. The film celebrates “Those who dare;” the women that dare to go beyond their limits, are bold enough to take risks and have fun while doing it. These women put passion in everything they do and go “all in” to achieve their goals.

As a continuation of the campaign, the “all adidas” Women’s film brings together personalities such as pop icon Katy Perry, tennis player Caroline Wozniacki, Staatsballett Berlin ballerinas, blogger Sneakerqueen, DJ Baby G, Chinese superstar Li Bing Bing, athlete Wei Qiuyue and the everyday girl in a mix of environments from sport to music, lifestyle to fashion.

The 60-second online film features the song “New Thing” by Rye Rye and will live on adidas.com/womens throughout fall/winter ‘11. Visitors and fans can have an online experience with products as well as access interesting content about the ambassadors. To continue their online conversation with adidas, social platforms such as YouTube.com/adidas, where adidas will serve up daily content from the various parts of the brand, are also made available.

For more information, please contact:

Local contact

Please visit our press website:

<http://news.adidas.com>

Please visit our official YouTube channel:

www.youtube.com/adidas