

## **FOR IMMEDIATE RELEASE**

### **adidas to Partner With Baden Sports Inc.**

**Portland, OR, January 13, 2006**...adidas America today formally announced its exclusive manufacturing partnership with Baden Sports Inc., a Federal Way, WA based corporation. As the exclusive manufacturing partner of adidas America, Baden Sports Inc. will be responsible for developing, sourcing and producing all Inflatables for adidas in the US, with the exception of soccer balls. All products will be designed by adidas, developed and manufactured by Baden Sports utilizing Baden's technological innovations.

Family owned, Baden Sports Inc. was founded in 1979. Much like adidas, Baden is well known as a leader within its industry, introducing technological advancements in products for all sports that require a ball. The initial products designed, developed and manufactured as part of the agreement between adidas and Baden will enter the US market beginning in Q3 2006.

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adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world.

adidas America is a subsidiary of adidas AG.