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### First quarter

**14.01.** [Picture 01](#) adidas and AC Milan announce the extension of their sponsorship deal until the end of 2017. With the new agreement, adidas and AC Milan continue their strong partnership that started in 1998. **27.01.** adidas sponsored athlete Novak Djokovic wins the Australian Open. **30.01.** [Picture 02](#) adidas and Diesel present their landmark product collaboration "adidas Originals Denim by Diesel" marking the kick-off of their multi-year collaboration. **03.02.** [Picture 03](#) Reebok sponsored New York Giants quarterback Eli Manning wins the Super Bowl Most Valuable Player trophy, just one year after his brother Peyton Manning. **06.02.** adidas opens its first Y-3 flagship store in New York. **11.02.** adidas and numerous international football stars unveil the F50 TUNIT™ in Barcelona, Spain. This unique boot is the third generation of the successful F50 concept. **15.02.** adidas sponsors the 2008 NBA All-Star Weekend in New Orleans.

**21.02.** Celebrating fun, ambitious, real women from around the world, Reebok launches the Freestyle World Tour Collection. **04.03.** [Picture 04](#) TaylorMade-adidas Golf introduces the Tour Burner® driver. **06.03.** [Picture 05](#) adidas and Samsung launch miCoach, a revolutionary training system which collects athletes' personal data and turns it into individual training plans. **18.03.** Reebok and Dick's Sporting Goods announce a new apparel partnership via shop-in-shops throughout all Dick's stores in the USA. **25.03.** Reebok launches its global marketing campaign "Your Move", which aims to evolve Reebok's positioning as the brand that celebrates individuality. **30.03.** adidas has three of the top four No. 1 seeded teams in the Final Four of the NCAA March Madness, including the winning team of the University of Kansas Jayhawks.



07



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## Second quarter

**02.04.** adidas and the Ajax Amsterdam football club announce the extension of their sponsorship deal until 2019. **18.04.** adidas opens a Performance Centre and an Originals Store in Roppongi Hills, Tokyo. TaylorMade-adidas Golf also opens a new store in the same building complex on the same day. **19.04.** [Picture 06](#) TaylorMade-adidas Golf presents its new Tour Burner® campaign featuring the most important characteristics of its top metalwood. **22.04.** adidas launches the football campaign "Dream Big", in which the world's biggest football stars meet the world's smallest football teams. **25.04.** Reebok launches its new website [www.reebok.com](http://www.reebok.com). **17.05.** Reebok sponsors the 25th "Avon Running" women's run in Berlin with over 13,000 participants. **20.05.** [Picture 07](#) Reebok's running shoe "Premier SmoothFit™ Cushion" is awarded the Plus X seal for innovation by the Plus X Award, Europe's biggest technology contest. **28.05.** Reebok announces that three future NFL players, Joe Flacco, Kenny Phillips and Dan Connor, have signed multi-year endorsement agreements.



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**28.05.** adidas launches mi Originals, a customisation tool that offers consumers the chance to design their own individual lifestyle products. **07.06.** The European Football Championship kicks off in Basel, Switzerland. With Germany, France, Spain, Romania and Greece, adidas sponsors a total of five teams at UEFA EURO 2008™. **07.06.** adidas sponsored athlete Ana Ivanovic wins the French Open. **10.06.** Nearly 40 analysts and investors join the Group's CFO Robin J. Stalker and Investor Relations team for an Investor Field Trip to China. Store and factory visits as well as extensive presentations outline the Group's strategy in Asia. **17.06.** [Picture 08](#) The Boston Celtics with adidas superstar Kevin Garnett win the NBA Finals. **29.06.** [Picture 09](#) With Spain and Germany, adidas has two teams competing head-to-head for the European Championship title. Spain wins this three-striped Final.



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### Third quarter

**01.07.** TaylorMade-adidas Golf equipment once again contributes prominently to victories at major golf tournaments. The winners of the Buick Open, Commerce Bank Championship and the US Women's Open all rely on TaylorMade-adidas Golf. **01.07.** [Picture 10](#) Reebok and driving ace Lewis Hamilton announce a multi-year partnership and at the same time unveil Reebok's new SmoothFit™ training and apparel range. **05.07.** [Picture 11](#) The world's biggest adidas store opens in Beijing, China, taking the retail experience to a new level. **06.08.** [Picture 12](#) TaylorMade launches [www.myTPball.com](http://www.myTPball.com), a programme that gives golfers the opportunity to design and order their own golf balls. **08.08.** [Picture 13](#) The Beijing 2008 Olympic Games begin. As the Official Sportswear Partner adidas celebrates its Olympic heritage and underlines its leading position in the fastest-growing sportswear market in the world. In total, more than 3,000 athletes compete in adidas products and adidas provides products for 27 out of the 28 Olympic sports.

**17.08.** adidas swimmer Britta Steffen wins her second Gold Medal and sets another Olympic record. **29.08.** Reebok Hockey announces its partnership with the National Hockey League (NHL) for the 2008 NHL Premiere Series in Europe and unveils its 2009 global hockey product line. **03.09.** The adidas Group annual report "United by Sport" is awarded "Best Annual Report 2008" by "manager magazin". **04.09.** The new homepage [www.adidas.com](http://www.adidas.com) highlights different campaigns and products and offers an individualisable appearance for every country. **08.09.** adidas and the Russian Football Union (RFU) announce a long-term partnership under which adidas supplies all RFU national teams. **20.09.** [Picture 14](#) adidas Originals, Y-3 and adidas by Stella McCartney present their spring/summer '09 collections during the Fashion Week in Milan, New York and London, respectively. **28.09.** [Picture 15](#) adidas sponsors the 35th Berlin Marathon where Haile Gebrselassie again breaks his own world record.



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#### Fourth quarter

**13.10.** TaylorMade-adidas Golf enters into a definitive agreement to acquire all of the outstanding shares of Ashworth, Inc. and successfully completes the tender offer on November 18, 2008. **22.10.** [Picture 16](#) adidas launches its global basketball campaign "NBA Tested. Brotherhood Ready". This campaign features NBA All-Stars such as Gilbert Arenas, Dwight Howard, Tracy McGrady, Tim Duncan and Kevin Garnett. **31.10.** [Picture 17](#) With new products, initiatives and the support of extreme climbers Alexander and Thomas Huber, adidas kicks off the new outdoor season. **03.11.** Reebok unveils a giant portrait of Formula One Champion Lewis Hamilton by the iconic London landmark of Tower Bridge to celebrate the sporting star's fantastic year. **10.11.** [Picture 18](#) TaylorMade-adidas Golf Tour Staff professional Sergio Garcia wins the HSBC Champions event in Shanghai and moves up to number two in the Official World Golf Ranking. **12.11.** adidas Running is internationally recognised by the world's leading running magazine Runner's World, winning two awards at their year-end summit in New York.

**19.11.** [Picture 19](#) Reebok launches its first ever pop-up store "Reebok Flash" in New York. Around 3,000 feet of gallery space create an incredible retail installation featuring selected Reebok products. **24.11.** adidas and the International Association of Athletics Federations (IAAF) formally announce an 11-year partnership granting adidas the worldwide sponsorship rights for all IAAF World Athletics Series events until 2019. **25.11.** [Picture 20](#) Celebrating the 60th anniversary of the iconic adidas brand, adidas unveils "60 Years of Soles and Stripes", its largest global brand campaign ever for adidas Originals. **28.11.** adidas and the New Zealand Rugby Union (NZRU) announce the extension of their long-term sponsorship contract until 2019. **08.12.** adidas and United Kingdom Athletics (UKA) announce the extension of their partnership for the next five years. **16.12.** Reebok announces a new long-term partnership with the Russian football club CSKA Moscow. **29.12.** [Picture 21](#) adidas sponsored David Beckham joins AC Milan for his loan spell with the Italian club.