

2008 PRODUCT LAUNCH SCHEDULE

Product	Brand	Launch Date
Predator® PowerSwerve football boot	adidas	Nov. 2007
adiPure football boot	adidas	Dec. 2007
UEFA EURO 2008™ Match Ball, EUROPASS	adidas	Dec. 2007
adiSTAR Control 4 running shoe	adidas	Jan.
adidas Originals "Handbags For Feet" collection	adidas	Jan.
adidas Originals Denim by Diesel apparel collection	adidas	Feb.
Stella McCartney "Golf" apparel collection	adidas	Feb.
adidas Originals "adidas Grün" collection	adidas	Mar.
adiZero CS running shoe	adidas	Mar.
F50 TUNIT™ football boot	adidas	Mar.
miCoach training system	adidas	Mar./Apr.
Women's Yatra training collection	adidas	Jul.
adiSTAR Revolt running shoe	adidas	Sep.
Team Signature Creator basketball shoe	adidas	Oct.
Men's training adidas TECHFIT™ POWERWEB	adidas	Dec.
Freestyle Cities Collection	Reebok	throughout 2008
Avon Pink Ribbon collection	Reebok	Jan./Feb.
Hex Ride Rally running shoe	Reebok	Feb.
KFS Sprintfit II Pro football boot	Reebok	Feb. - Jul.
Vince Young Electrify SD (American football boot)	Reebok	May
Voltron Men's footwear collection	Reebok	Jun.
Premier Verona KFS running shoe	Reebok	Jul.
Yao Pump Omni Hex Ride basketball shoe	Reebok	Aug.
Women's American football apparel collection	Reebok	Aug./Sep.
Big Papi 2M (baseball footwear)	Reebok	Oct.
Rbk OPS 7K Sickick Stick	Reebok-CCM Hockey	Nov. 2007
CCM Vector U+ Stick	Reebok-CCM Hockey	May
Rockport Signature Series	Rockport	Mar.
Tour Preferred® Red and Black balls	TaylorMade-adidas Golf	Jan.
Burner® and Burner® TP balls	TaylorMade-adidas Golf	Jan.
TOUR360 LTD adidas Golf shoe	TaylorMade-adidas Golf	Feb.
TECHFIT™ POWERWEB adidas Golf apparel line	TaylorMade-adidas Golf	Mar.
r7® CGB MAX Limited driver	TaylorMade-adidas Golf	Apr.
r7® CGB MAX Rescue hybrid	TaylorMade-adidas Golf	Apr.
Tour Burner® TP driver	TaylorMade-adidas Golf	Apr.
Tour Burner® iron	TaylorMade-adidas Golf	Apr.

GROUP GROSS MARGIN TO FURTHER IMPROVE In 2008, the adidas Group gross margin is expected to increase modestly to a range of 47.5 to 48%, driven by improvements in all three brand segments.

Gross margin improvement in the adidas segment will be largely related to further own-retail expansion and an improving product and regional mix.

We also anticipate a gross margin improvement in the Reebok segment due to an improving product mix as a result of the focus on higher-margin product segments. Lower clearance activities as well as an improving distribution and regional mix are also expected to contribute to gross margin expansion within the Reebok segment. Further, for both adidas and Reebok, we will continue our efforts to increase operational efficiency throughout the Group's supply chain in 2008, which will continue to positively impact cost of sales.

The gross margin at TaylorMade-adidas Golf is also expected to increase, largely driven by an improving product mix and lower clearance activities.

In addition, the expiration of the Group's cooperation agreement with Amer Sports Corporation in the first quarter of 2008 is expected to support gross margin development in the HQ/Consolidation segment. The continued strength of the euro is likely to have a modest positive impact on gross margin in 2008.

Further, positive gross margin developments in all segments are expected to moderate during the course of 2008, mainly as a result of higher raw material prices, increased freight rates and higher labor costs.

OPERATING EXPENSES TO INCREASE In 2008, Group operating expenses as a percentage of sales are expected to be higher than in the prior year, as a result of increases in all three brand segments. This mainly reflects increases in the marketing working budget as a percentage of sales at both adidas and Reebok. Operating overhead costs as a percentage of sales are expected to increase modestly in all brand segments.

MARKETING WORKING BUDGET TO INCREASE Group marketing working budget as a percentage of sales is expected to increase in 2008. Marketing expenses at brand adidas are forecasted to increase mainly in conjunction with the major 2008 sporting events: the UEFA EURO 2008™ and the Beijing 2008 Olympic Games. Reebok's marketing working budget is forecasted to grow as a result of the launch of Reebok's new 2008 brand campaign "Your Move". [see Reebok Products and Campaigns, p. 138](#) The marketing working budget at TaylorMade-adidas Golf is expected to remain stable as a percentage of sales in 2008.