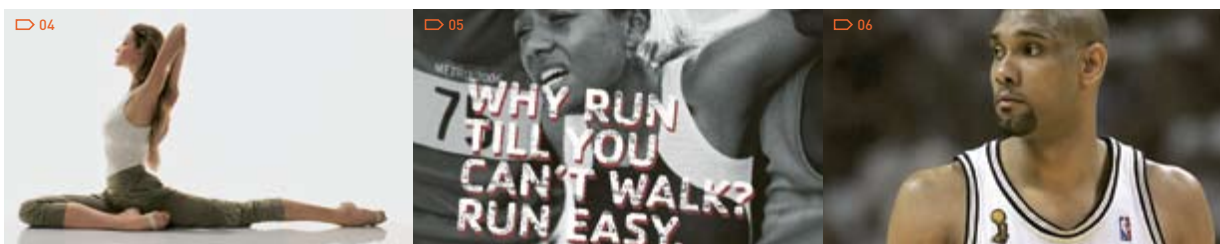


OPERATIONAL AND SPORTING HIGHLIGHTS 2007 For the adidas Group, 2007 was truly exciting. Throughout the year, our brands captured the world's attention with compelling product and campaign launches as well as top performance of sponsored athletes and teams.



FIRST QUARTER -- 22.01. [Picture 01](#) The NHL and Reebok partner to create a technologically advanced uniform system called Rbk EDGE Uniform System™, which is introduced during the 2007 NHL All-Star Celebration in Dallas, Texas, USA. **26.01.** [Picture 02](#) TaylorMade-adidas Golf launches two new drivers, the Burner® and the r7® SuperQuad. They become the PGA Tour's most popular new driver models. **04.02.** Reebok, as the official outfitter of the NFL, dominates the field at Super Bowl XLI in Miami, Florida, USA. **18.02.** adidas is the official outfitter of the 56th NBA All Star Game in Las Vegas, Nevada, USA. Our Group outfits more starters than any other company with Tracy McGrady, Kevin Garnett, Tim Duncan and Gilbert Arenas for brand adidas and Yao Ming for brand Reebok. Reebok athlete Gerald Green wins the popular Slam Dunk contest. **23.02.** Brand adidas formalizes its two-divisional structure with the appointment of Chief Marketing Officers Bernd Wahler (Sport Performance) and Hermann Deininger (Sport Style). **01.03.** Reebok celebrates the 25th anniversary of the iconic Freestyle shoe bringing back now-trendy artwork from the late '80s. **06.03.** [Picture 03](#) adidas unveils the new 2007 fully-integrated global brand campaign "Impossible Is Nothing" featuring some of the world's most inspiring athletes and their stories.



SECOND QUARTER -- 01.04. [Picture 04](#) adidas by Stella McCartney starts into its sixth season with the fall/winter 2007 collection introducing Gym Dance as a new category. **04.04.** [Picture 05](#) Reebok launches the brand's biggest campaign of the year "Run Easy". This campaign helps to significantly improve US annual growth in the Premier Running line. **23.05.** A.C. Milan wins the UEFA