

The Depository Trust Company

IMPORTANT

B#: 1350-07
DATE: April 10, 2007
TO: All Participants
CATEGORY: Dividends
FROM: International Services
ATTENTION: Operations, Reorg & Dividend Managers, Partners & Cashiers
SUBJECT: TaxRelief-Country:Germany
Puma A G Rudolf Dassler Sport (Sponsored) CUSIP:745878207
Record Date: 04/11/07 Payable Date: TBA
EDS Cut-Off Date: 04/18/07

The above cash dividend will be allocated on **Puma AG Rudolf Dassler Sport (Sponsored)** net of the 21.1% German withholding tax. Participants can elect to receive a quick conditional refund of 6.1% for those beneficial owners entitled to the favorable tax rate of 15%, or for a refund of the entire 21.1% for those qualifying exempt organizations.

Participants can use DTC's Elective Dividend System (EDS) function over the Participant Terminal System (PTS) to certify all or a portion of their positions entitled to the applicable tax refunds.

Participants must enter the total number of beneficial owners on whose behalf they are electing, in addition to the total quantity of shares elected. Participants making exempt rate elections on behalf of qualifying U.S. tax exempt beneficial owners are also required to enter a German identification number for each beneficial owner.

NOTE: THE DEADLINE FOR CERTIFYING OVER EDS IS April 18, 2007.

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Participants are reminded that they must read, understand and comply with information in the Legal Conditions and Tax Relief Procedures and Documentation categories on TAXI. Participants are also reminded that the German Taxing Authorities have the right to audit, and if denied, can result in a participant being removed from the EDS process for Germany. Audit requests can include IRS form 6166 to prove entitlement.

Participants making incorrect declarations will be responsible for claiming or refunding any withholding tax to the German Tax Authorities. Participants will also be liable for any foreign exchange fluctuations impacting the amount of their refund or claim with the German Tax Authorities.

Following is a brief summary of those beneficial owners entitled to a favorable or exempt tax refund.

Favorable Rate - Tax Refund of 6.1%

Mutual Funds/Regulated Investment Companies (RICS)

A mutual fund or RIC organized as a corporation may claim the favorable tax treaty rate. If a RIC is organized as a trust, the favorable treaty rate is also available because the RIC is considered a corporation under U.S. tax law.

Corporate and Private Pension Funds

Qualified pension trusts which are tax-exempt in the United States and maintain that more than half of the underlying beneficiaries of the trust qualify for the tax treaty benefits may claim the favorable treaty rate.

Trusts

Generally, tax treaty benefits may only be claimed by the underlying qualified beneficiaries of the trust because a trust is normally taxed as a conduit. However, if the trust does not distribute its income currently or is organized as a corporation for U.S. tax purposes, the trust may claim the favorable treaty rate.

Insurance Companies

Tax treaty benefits are available to residents of the U.S. which in general include individuals, corporations or other entities which are subject to tax in the United States as residents. An insurance company organized as a corporation in the U.S. may claim the favorable treaty rate.

Corporations

Tax treaty benefits are available to residents of the U.S. which in general include individuals, corporations or to other entities which are subject to tax in the United States as residents. An entity organized as a corporation in the U.S. may claim the favorable treaty rate.

Banks

Tax treaty benefits are available to residents of the U.S. which in general include individuals, corporations or other entities which are subject to tax in the United States as residents. A bank, organized as a corporation in the U.S. may claim the favorable treaty rate.

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Government Agencies and Government Pension Funds

Tax treaty benefits available to government agencies and government pension funds are similar to treaty benefits afforded to other U.S. corporations which are subject to tax in the United States as residents. The treaty does not provide for exemption from tax of the U.S. government or its pension funds. However, a government agency or pension fund may claim the favorable treaty rate.

Individuals

Tax treaty benefits are available to residents of the U.S. which in general include individuals, corporations or other entities which are subject to tax in the United States as residents. An individual resident in the U.S. may claim the favorable treaty rate.

Qualified Beneficiaries of Individual Retirement Accounts (IRA)

Tax treaty benefits are available to residents of the U.S. which in general include individuals, corporations or other entities which are subject to tax in the United States as residents. An IRA is not considered a legal entity for U.S. tax purposes and cannot benefit from tax treaty in its own right. However, qualified beneficiaries of IRAs may claim the favorable treaty rate.

Exempt Rate - Tax refund of 21.1%

Charitable Organizations and Foundations

A U.S. charitable entity operated exclusively for religious, charitable, scientific, educational or public purposes is exempt from the tax in the U.S. and would be exempt from German tax if it were a German entity carrying on all its activities in Germany.

Other

Limited and General Partnerships

Generally, tax treaty benefits may only be claimed by the underlying partners of a partnership because a U.S. partnership is normally taxed as a conduit. However, treaty benefits are available for each partner if the partner separately qualifies for treaty benefits.

All other entities are generally subject to German withholding tax of 21.1%.

Eligibility rules and all other legal conditions with respect to the use of EDS are contained in DTC's **TAXINFO** (TAXI) function over the Participant Terminal System (PTS).

Non-U.S. Holders and U.S. Holders who failed to elect over EDS may submit documentation to reclaim the over withheld tax through Deutsche Bank DR/Globe Tax Services. The deadline for filing German claims is four years from the end of the year in which the dividend was paid.

For a complete listing of eligible countries, please contact Deutsche Bank DR/Globe Tax Services: Jonathan Staake at (800) 876-0959.

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Please submit the completed documentation to:

Deutsche Bank DR/
Globe Tax Services
90 Broad Street – 8th Floor
New York, NY 10004
Attn: Jonathan Staake
Telephone (800) 876-0959
Fax: (866) 888-1120

PLEASE NOTE: Tax Reclaims are subject to a depositary service charge equal to 0.005 per ADR share with a minimum of \$25.00 and a maximum of \$5,000.00.

Questions regarding this Important Notice may be directed to Peter S. Joe or Sean Bollers of DTC's International Services at (212) 855-4363/4706 respectively.