



## **Reebok & Cirque du Soleil launch innovative gym workout for women - JUKARI Fit to Fly**

### **The Groundbreaking Partnership also includes a Striking New Product Range**

**Canton, MA, February 25, 2009** – In 1989, Reebok revolutionized women's fitness with the creation of Step Reebok. Today, the company revealed its new intentions with the launch of an innovative gym workout - JUKARI Fit to Fly. The workout is the first in a series of initiatives to come out of a new, long-term partnership with globally renowned entertainment company, Cirque du Soleil.

JUKARI Fit to Fly makes fitness fun again by introducing a new way to move in a gym workout and is accessible to all women, regardless of fitness levels. The hour-long workout has been created on a specially-designed piece of equipment called the FlySet. The result is a workout that gives the sensation of flying while strengthening and lengthening the body through cardio, strength, balance and core training. The class will launch in top gyms in twelve cities around the world including Hong Kong, London, Munich, Montreal, and Los Angeles.

Says Uli Becker, President of Reebok, "Reebok has a strong history in women's fitness, and Cirque du Soleil is world renowned for creativity and innovation. Together, the combination of our unique DNA creates a first-of-its-kind partnership to change the way women experience the gym."

Mario D'Amico, CMO at Cirque du Soleil, adds: "This partnership is the perfect fit. Reebok understands what women want from fitness and what products work best, while our performers are renowned for their athleticism, choreography and artistic flair. The challenge to bring these two skill-sets together to create a new gym workout was very exciting for us."

JUKARI Fit to Fly isn't just fun to take part in, it is an effective hour-long total body workout of cardio, strength, balance and core training. A trained instructor guides a class of up to 12 people through the workout moves using the FlySet. The FlySet hangs from the gym ceiling and has been designed specifically for JUKARI Fit to Fly. Every move is inspired by real moves Cirque du Soleil artists do as part of their shows.

**Reebok**

CIRQUE DU SOLEIL.





To complement JUKARI Fit to Fly, Reebok has also created two collections of women's fitness apparel and footwear – On the Move and the Reebok-Cirque du Soleil collection. Both consist of product which can be worn for a range of fitness disciplines, from running to yoga, JUKARI Fit to Fly to tennis. All have been developed and designed with a deep understanding and knowledge of the unique way a woman's body moves.

The launch of JUKARI Fit to Fly will be supported by a global integrated marketing campaign throughout 2009. Running online, outdoor, in store and in print in key markets worldwide, the campaign will feature JUKARI Fit to Fly action imagery and Reebok On The Move and Reebok Cirque du Soleil apparel and footwear.

The Reebok-Cirque du Soleil partnership and JUKARI Fit to Fly workout are the direct result of insights into what women really want from exercise. A survey of 15,000 women across 25 countries in 2008 found that while nearly half of all women know that exercise and keeping fit is very important to their overall health, less than 25% participate in fitness often. Specially-commissioned Reebok research looked at why this might be. The findings showed that nearly two thirds (61%) of all women would workout more if it was more fun. More than half (54%) felt exercise was a chore.

#### **About Reebok**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. A subsidiary of the adidas Group, the company operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at [www.reebok.com](http://www.reebok.com) and [www.reebok.com/women](http://www.reebok.com/women).

#### **About Cirque du Soleil**

Cirque du Soleil is primarily a creative content provider for a wide variety of unique projects. In addition to shows, the company, which has its International Headquarters in Montreal, extends its creative talent to other spheres of activity. While maintaining stringent standards of artistic quality and originality, Cirque du Soleil brings to innovative projects the same energy and spirit that characterize each of its shows.

#### **About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core segments adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 37,000 employees and generated sales of € 10.3 billion in 2007.

\*\*\*

**Reebok**

CIRQUE DU SOLEIL.





**Contacts:**

**Media Relations**

Jan Runau  
Chief Corporate Communications Officer  
Tel.: +49 (0) 9132 84-3830

Kirsten Keck  
Corporate PR Manager  
Tel.: +49 (0) 9132 84-6207

Katja Schreiber  
Corporate PR Manager  
Tel.: +49 (0) 9132 84-3810

**Investor Relations**

John-Paul O'Meara  
Head of Investor Relations  
Tel.: +49 (0) 9132 84-2751

Dennis Weber  
Investor Relations Manager  
Tel.: +49 (0) 9132 84-4989

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)

