



For immediate release

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REEBOK AND NHL SCORE HAT-TRICK WITH NEW “NHL POWERED BY REEBOK” RETAIL MECCA

Canton, MA / New York, NY – Reebok and the National Hockey League (NHL) have teamed up to launch the first-ever “NHL Powered by Reebok” retail destination. Located at 6th Avenue and West 47th Street on the ground floor of the NHL’s new World Headquarters in New York City, the new store features technology, symbolism and authenticity to create a shopping experience for players and fans around the world.

“As the official outfitter of the NHL, Reebok is thrilled to partner with the League to create this first-of-its-kind shopping experience,” said Reebok President and CEO Paul Harrington. “With the ‘NHL Powered by Reebok’ store, we are delivering a truly innovative, symbolic and authentic retail experience for hockey fans of all ages. The store is a fitting showcase for two of the world’s most respected brands – Reebok and the National Hockey League.”

“The ‘NHL Powered by Reebok’ store will serve as a year-round showcase for the sport of hockey and will bring the game to life through a multi-sensory experience,” said NHL Executive Vice President of Marketing, Brian Jennings. “We are excited to partner with Reebok because of their immense retail experience. Together, we have produced a store that will undoubtedly become a must-see destination for hockey fans worldwide.”

Offering a full range of technologically advanced Reebok merchandise including equipment, footwear, apparel and accessories, the new “NHL Powered by Reebok” flagship store provides men, women and children with the latest performance and lifestyle gear to meet all their on-ice and off-ice needs.

Featuring walls with vast displays of jerseys and hats of each of the 30 teams, the authentic store will also include a wall adorned with one-of-a-kind imagery of top NHL players including Sidney Crosby, Alexander Ovechkin, Joe Thornton and Martin Brodeur. In addition, the retail destination features interactive e-commerce kiosks allowing consumers to place orders digitally. Within the store, consumers can navigate through one of Reebok’s e-commerce websites, RbkCustom.com, to create their own unique hockey licensed footwear, and visit Shop.NHL.com to check out the “NHL Powered by Reebok” virtual store microsite. The store also features state-of-the-art high-definition video and live satellite radio broadcasting; a Starbucks coffee shop completes the “NHL Powered by Reebok” experience.

About Reebok

Reebok International Ltd., headquartered in Canton, Massachusetts, 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.rbk.com.

About the NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, NASN, NHL Network and HDNet) and radio (Westwood One and XM Radio). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer, Hockey's All-Star Kids and NHL Diversity, and supports the charitable efforts of all NHL players. For more information on the NHL, log on to NHL.com. NHL is a registered trademark and the NHL Shield is a trademark of the National Hockey League. All rights reserved.
