



Reebok Strengthens Senior Management Team with Two Key Appointments

Matt O'Toole named Chief Marketing Officer; Jim Gabel Appointed President of Reebok North America

Canton, Massachusetts, March 27, 2008 – Reebok International announces two key senior management appointments. Matt O'Toole (45) is named Chief Marketing Officer and is succeeded as President of North America by Jim Gabel (45), currently Senior Vice President of adidas America.

Matt O'Toole's appointment is effective April 1st whilst Jim Gabel will join the company in mid-April. Both will report directly to Reebok's new President and CEO, Uli Becker.

In his new role as CMO, Matt O'Toole will lead Global Marketing, which includes Global Product and Design, Global Brand Marketing, Global Sports Marketing and Global Public Relations. In addition to his CMO responsibilities, Matt O'Toole will continue to direct the Reebok-CCM Hockey business.

Matt O'Toole has a long and successful track record in the sports industry. Prior to his appointment to President of Reebok North America, he served as President and CEO of Reebok-CCM Hockey (formerly The Hockey Company).

"Matt was appointed to lead our U.S. organization on the strength of his exceptional track-record in building Reebok-CCM Hockey's brand and business as well as his outstanding strategic marketing expertise," stated Uli Becker. "These are the skills that make him a natural choice for the role of CMO. In his short time as President of Reebok North America, Matt made a huge impact on the brand leading our restructuring efforts for the US market, which Jim will continue to build upon and drive."

As President of Reebok North America, Jim Gabel, who has more than 15 years of footwear and apparel management experience, will be responsible for all of the region's brand operations, including marketing, product merchandising, sales, finance, operations and own retail stores. Jim Gabel will be relocating from Mississauga, Canada to Canton, Massachusetts.

At adidas America, Jim Gabel was responsible for all brand operations for adidas and TaylorMade-adidas Golf Canada and for directing the brand's two largest key accounts in the U.S. Prior to this role, he served as President of adidas Canada, and also held senior level positions at Champion Canada and Mizuno Canada.

"We are fortunate to have someone within the adidas Group with the experience, skills and leadership qualities that Jim brings to the Reebok brand," said Uli Becker. "Jim has been tremendously successful in growing the adidas and TaylorMade-adidas Golf segments in Canada and I have no doubt that he is the right person to roll out and drive our new U.S. strategy moving forward."

About both appointments, Uli Becker added, "I am confident that with Matt and Jim in these key roles we have set ourselves up for great success in the future. Both have track records that speak for themselves and bring the necessary leadership and experience to grow the brand both in the U.S. and globally."

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.reebok.com/corporate.

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 such as adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 31,000 employees and sales of €10.3 billion.

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