



## **Matt O'Toole Appointed President of Reebok North America**

*Matt O'Toole has demonstrated track record of success in critical region;  
Long-term, sustainable growth of U.S. market a top priority for Reebok brand*

**Canton, MA (October 25, 2007)** – Reebok International announces the appointment of Matt O'Toole as President of Reebok North America, the brand's largest business unit. Matt O'Toole, whose appointment becomes effective November 5, 2007, is currently the President and CEO of Reebok-CCM Hockey, a wholly-owned subsidiary of Reebok. In his new role, Matt O'Toole will continue to report directly to Paul Harrington, President and CEO of Reebok. Matt O'Toole, 45, and his family will be relocating from Montreal to Massachusetts in January 2008.

"The Reebok brand is experiencing positive momentum in many key markets around the world including India, China and Russia, and we are committed to fulfilling our growth potential in the very critical U.S. market. I am confident that Matt's strong leadership skills, his ability to build a passionate and experienced team, and his record of success in North America will enable us to achieve our goals throughout the region," stated Paul Harrington.

In his new role as President of Reebok North America, Matt O'Toole will be responsible for all of the region's brand operations, including marketing, product merchandising, sales, finance, operations and owned retail stores. In addition to focusing on Reebok's global priorities of running and women's, Matt O'Toole and his team will leverage the brand's existing North American assets, including the partnerships with the National Football League, the National Hockey League and Major League Baseball, to help regain Reebok's positive momentum in the region.

Matt O'Toole has a long and successful track record in the sports industry. As President and CEO of Reebok-CCM Hockey (formerly The Hockey Company), he is responsible for creating the industry's market leader through creative marketing, innovative products, strong customer relationships, and an unparalleled partnership with the National Hockey League and hockey's top players. During Matt O'Toole's tenure as President of the Company, which began in January 2001, market share has grown to 35%, sales have more than doubled and profits have increased three-fold. Prior to his current role, Matt O'Toole served as The Hockey Company's Senior Vice President of Marketing and Sales (since May 1999). Previously, Matt O'Toole spent ten years with Wilson Sporting Goods and five years with US Industries' golf division in several senior marketing and sales roles.

A search is currently underway for the new head of Reebok-CCM Hockey.

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