

EasyTone™

Reebok

EasyTone™ is Reebok's new technology for women's fitness that allows women to "take the gym with them". EasyTone™ helps tone key leg muscles with balance pods that are built under the heel and forefoot of the shoes. With every step, the balance pods are designed to create natural instability. By forcing muscles to adapt, the shoe naturally encourages toning of key leg muscles.

11%

more activity for key muscles in the calves and hamstrings

The EasyTone™ activates key leg muscles and tones them with every step, acting as your personal gym-on-the-go.



28%

more muscle activity for the gluteus maximus

The EasyTone™ activates the gluteus maximus more than a traditional walking shoe.

SelectRide™

Reebok

In February 2009, Reebok launched a revolutionary shoe called SelectRide™. This is an innovative footwear technology that meets the versatile needs of today's athletes. Through its adjustable air-inflated underfoot cushioning system, the SelectRide™ technology creates two shoes in one - a running shoe or a training shoe at the push of a button. The shoe also features Reebok's SmoothFit™ technology, providing an amazing fit through the elimination of seams in the interior of the shoe. SelectRide™ launched in the United States, supported by an integrated marketing campaign featuring eight of Reebok's top athletes such as Peyton and Eli Manning and Yao Ming.

100%
seamless

With a seamless interior, the SmoothFit™ technology of the SelectRide™ eliminates irritation and maximises performance.



1 second
to change

The SelectRide™ can be changed from a running shoe into a training shoe with just one click.

The Pump™

Reebok

Pump™ is Reebok's most recognisable product technology and was first introduced in a basketball shoe called "The Pump™" in 1989. The technology includes an internal inflation mechanism that regulates a unique cushioning fit in the upper. The Pump™ will celebrate its 20th anniversary in 2009. To honour the heritage and design of The Pump™, Reebok will launch a limited edition of The Pump™ anniversary shoes with exclusive retail collaboration partners starting late 2009.

20 retailers

Reebok has partnered with 20 selected retailers around the world to develop custom collaborations of The Pump™ that will be exclusively designed and launched in their stores in limited quantities.

20 years

Reebok celebrates another milestone of its sports heritage in 2009: the 20th anniversary of the iconic Pump™.



8.0.8 O-Stick

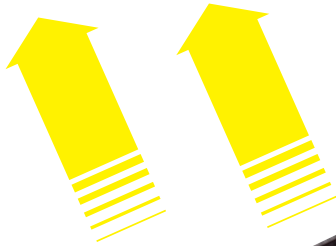
Reebok Hockey

The 8.0.8 O-Stick has more aerodynamic arches which provide less drag than ever before and increase the stick speed and power. It also includes Griptone, the new Reebok proprietary grip enhancing control for better reaction speed.

22%

more aerodynamic

The unique architecture in the lower part of the shaft makes the Reebok 8.0.8 O-Stick 22% more aerodynamic than a regular stick.



120

 points

The number of points NHL superstar and 8.0.8 user Pavel Datsyuk accumulated in the 2007–2008 regular season and playoffs with the Reebok O-Stick.

68

 players

A total of 68 NHL players wear the U+™ Pro Skate.

U+™ Pro Skate

CCM Hockey

The U+™ Pro is now recharged: The new felt tongue fuses to your foot shape and the quarter shield enhances durability. Additional ankle comfort optimises foot fusion and the new heel pocket construction improves heel lock. U+™ foam is extremely reactive when heated, cooling down to the shape of your foot.



<700

 g

The U+™ Pro Skate is the first sub-700g skate in the market.

JUKARI Fit to Fly™

Reebok

In 2008, Reebok and Cirque du Soleil entered into a revolutionary partnership. Together, a new workout experience for women was created – fusing the intriguing world of Cirque du Soleil with Reebok's expertise in fitness. In February 2009, Reebok and Cirque du Soleil launched JUKARI Fit to Fly™ – offering women an entirely new way to work out. Integral to this experience is the new equipment – the FlySet™, enabling a diverse repertoire of movements. JUKARI Fit to Fly™ is inspired by the imaginative movements of Cirque du Soleil artists, brought to life through a systematic progression of exercises. By combining these exercises with fluid choreography, the workout experience aims to improve strength and flexibility. Along with these physical elements, JUKARI Fit to Fly™ incorporates the joy of movement, the fun that comes with training together and the artistic flair of Cirque du Soleil. Communication of the new workout experience started with a global marketing campaign in February 2009.

burn and fly
YOUR MOVE

INTRODUCING
JUKARI
FIT TO FLY™

A new gym experience from
Reebok & Cirque du Soleil

Let the fun begin at
reebok.com/women

CIRQUE DU SOLEIL



Reebok



Cirque du Soleil Collection

Reebok

Alongside JUKARI Fit to Fly™ is a fully integrated women's footwear and apparel range, the "Reebok Cirque du Soleil Collection". It combines the performance demands of the workout experience with the creativity and artistry of Cirque du Soleil. The collection has a style expression that is forward-looking, exploratory and very feminine.



On The Move

Reebok

In 2009, Reebok will launch a new collection of women's apparel and footwear called "On The Move", inspired by Reebok's years of leadership in women's fitness. Created for the needs of a woman's busy lifestyle, the products are versatile and can be mixed and matched. The collection was designed specifically for a woman's body and how she moves. The "On The Move" collection is the perfect fusion between performance and style.



Manifesto – Choose to Walk

Rockport

Rockport's spring 2009 advertising campaign underscores the brand's commitment to style and authenticity. Rockport empowers consumers to do more, be more, live more, with stylish shoes engineered to feel good. The global campaign will be executed across all markets through print, online and outdoor advertising.