**REEBOK SIGNALS CHANGE WITH LAUNCH OF NEW BRAND MARK**

New Mark Represents a Better Life Through Fitness

**February 27, 2014 - Canton, MA –** Today, Reebok, one of the world’s most recognized athletic brands, has unveiled its new brand mark – the Reebok Delta symbol. The branding change coincides with Reebok’s singular focus on fitness.

The new Reebok Delta symbol represents the positive and transformative change that fitness can have on a person’s life. Through the millennia the delta has been a symbol of change and transformation. The Reebok Delta has three distinct parts each representing the changes - physical, mental and social – that occur when people push themselves beyond their perceived limits and embrace an active and challenging life.

“The new brand mark signals a clear purpose for our brand and it will be a badge for those who pursue a fuller life through fitness. We believe the benefits of an active life go beyond the physical benefits and impacts your whole self and your relationships with others,” said Matt O’Toole, Reebok Chief Marketing Officer. “It is our symbol of change - an invitation to take part, and to unlock your true potential. It’s not a logo, it’s a symbol…a way of life.”

Reebok believes there are no shortcuts in fitness and that people have to earn the life that they want to live. Reebok celebrates the people who do the hard things -the things that are the easiest to avoid – and the people that are unafraid to embrace new experiences and challenges in the search for greater rewards. This fight against complacency and mediocrity is the foundation for Reebok’s approach to fitness.

“At Reebok we know first-hand what kind of impact embracing a fitness lifestyle can have on not only an individual, but those around them – the community as a whole,” said O’Toole. “We’ve witnessed it ourselves at our offices around the world. Our ambition has led to a major change in corporate culture at Reebok headquarters here in Canton, Massachusetts and I couldn’t be more proud of what it’s done for the people here and our company as a whole. We’re tougher, grittier, healthier, more productive…together we’re a better Reebok. And we know this can happen anywhere with the right attitude and approach to life. This is what our new brand mark stands for.”

The new brand-mark will first appear this month on footwear and apparel across all fitness disciplines supported by Reebok including training, running, outdoor, yoga, dance and aerobics.

**END**

**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. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied heritage in running, training and fitness. A subsidiary of the adidas Group, Reebok 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) or for the latest news at <http://news.reebok.com/>

Or, discover Reebok at the following locations: <http://reesha.re/plus>; <http://facebook.com/reebok>; <http://twitter.com/reebok>

**MEDIA CONTACT**

Dan Sarro

[Daniel.sarro@reebok.com](mailto:Daniel.sarro@reebok.com)

781-401-4443