REVOLUTIONISING STUDIO FITNESS: REEBOK AND LES MILLS INTRODUCE ‘THE PROJECT: IMMERSIVE FITNESS’

**Innovative Workout Concept Marks a New Era for Studio**

**LONDON, MAY 28, 2014**: The next level in fitness has arrived. Reebok and Les Mills today revealed **The Project: IMMERSIVE FITNESS™**, a totally new workout concept that is set to revolutionize the Studio Fitness industry.

Together Reebok and Les Mills are showcasing fitness in the digital age. The Project: IMMERSIVE FITNESS™ draws inspiration from live music performance technology and 360° cinema to take the studio workouts to the next level.

The Project: IMMERSIVE FITNESS™ surrounds participants with cinema quality video content projected onto screens of a purpose-built studio. Instructors cue exercise moves synchronised perfectly with music and graphics, creating a truly immersive fitness experience. The new concept is the integration of technology, exercise education and creative design.

“The Project adds a rich visual experience to music and group exercise choreography,” said Les Mills Program Director Les Mills Jr. “Participants taking part in a cycle class may find themselves riding up an impossibly steep glacier or sprinting their way around a digital velodrome. In a dance class you might be immersed in a tent at a music festival, where everybody’s dancing together.”

Both Reebok and Les Mills understand the importance of a varied routine to ensure that consumers are constantly engaged and challenged by their workout. The Project: IMMERSIVE FITNESS™ enables and encourages people to embrace the physical, social and mental side of fitness.

Phillip Mills, Chief Executive of Les Mills said, “The concept of ‘Immersive Fitness’ is all about what the fitness community refer to as the ‘zone’ – that state of mind where people are performing at their peak; a place of focus, achievement and fulfilment. At Les Mills, we have been creating group workout environments that lead people to the zone for 30 years; through music, choreography and rock star instructors. The Project really takes the zone to the next level and we, along with our collaborator Reebok, are so thrilled to share this brand new fitness experience with the world.”

“At Reebok, we are committed to driving the next great evolution in the fitness industry,” said Reebok Brand President Matt O’Toole. “We’re not content to just accept things the way they are. We want to do it better, and The Project is really just the beginning. Along with our partner Les Mills, we are redefining what is possible and taking the in-gym fitness experience far beyond what has existed for the past few decades.”

Some of the world’s favourite Les Mills workouts have been adapted specifically for consumers to trial during a European tour of The Project this summer/fall. Workouts include: ‘The Trip’ (cycle class), BODYCOMBAT™/LES MILLS GRIT™ Immersive, and BODYJAM™/ BODYBALANCE™ Immersive.

Reebok and Les Mills have applied their expertise to create a collection of co-branded apparel and footwear specifically designed to be worn during these types of studio fitness workouts. The Reebok / Les Mills collection is available to buy worldwide and will be worn by Les Mills instructors around the globe.

Following its debut in London, The Project: IMMERSIVE FITNESS™ will make a promotional tour of major European cities including Stockholm, Berlin, Amsterdam, Paris and Milan, giving fitness enthusiasts the opportunity to experience the new program free of charge. A wider consumer launch in Europe and the United States is planned for 2015.

**Ends**

**About Reebok**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle 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. Reebok is committed to helping consumers fulfil their potential and be “fit for life.” Reebok develops products, technologies and programming which enable consumers to live a healthy lifestyle and have fun doing it. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s training, running, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. Reebok is the exclusive outfitter of CrossFit and the Reebok CrossFit Games, the official title sponsor of the Reebok Spartan Race, and exclusive apparel provider for Les Mills.

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**About Les Mills International**

Les Mills International Limited is the creator of 13 global group fitness and team training programs, including [BODYPUMP™](http://www.lesmills.com/bodypump) (weights), [BODYCOMBAT™](http://www.lesmills.com/bodycombat) (martial arts), [RPM™](http://www.lesmills.con/rpm) (indoor cycling), and its recent [LES MILLS GRIT™ Series](http://www.lesmills.com/grit)(30-minute high intensity interval training). Millions of participants every week build their fitness in a Les Mills class, held across 80 countries in more than 15,500 licensed clubs around the world. Independent research shows that those attending Les Mills classes come to their club at least two times more each week than others and 94% are likely to refer a friend.

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