**REEBOK OPENS FITHUB IN GEORGETOWN**

*REEBOK FITHUB GEORGETOWN IS BRAND’S FIRST CONCEPT STORE IN D.C. METRO AREA*

**OCTOBER 18, 2013:** Today, Reebok continues its mission to empower people to be fit for life with the launch of Reebok FitHub Georgetown. Designed to inspire people to move, to train, to get fit and have fun doing it, and to showcase the brand’s pinnacle footwear and apparel offering, Reebok FitHubs offer a new way of thinking about fitness and is THE destination for those dedicated to living a fit lifestyle.

The retail stores, which are part of a 20 store retail pilot program in the U.S. and U.K., (with 10 stores being opened in each market) is inspired by elements found in fitness studios, gyms and CrossFit boxes. Like a gym, the environment is raw, creative and innovative with customers being immersed in fitness as soon as they enter the store. Once inside, fitness enthusiasts can expect to receive expert advice, guidance and information on living a healthy lifestyle from the FitHub’s team of specialists who range from fully qualified personal trainers to Running, CrossFit, Dance and Yoga coaches.

All FitHub staff are passionate about health and fitness and have a strong fitness background enabling them to work with customers to help them select the best products for their workouts as well as provide training tips and general health and lifestyle advice. This includes a Reebok Fitness Ambassador on staff, who will work to create strong partnerships between the store, its customers and the local fitness community.

The store is not just a shopping destination but is also designed to be a social hub for fitness communities. The Reebok Community Board, which is a key part of the FitHub concept, is a place where customers can learn how to get involved with local events, discover new workouts and learn about local gyms and instructors. At the center of the store is the ‘Fit Desk’, where fitness enthusiasts can learn about Reebok and its latest product technologies.

The store will carry pinnacle product from Reebok’s Fall/Winter 2013 collection, with some products exclusive to the FitHub. This premium footwear and apparel collection features Reebok's most advanced technology and materials, for optimal performance and comfort.

Reebok FitHub Georgetown is part of an ever-expanding global network of Reebok concept stores, which includes the U.K., Korea, Russia, Dubai and other markets. Reebok FitHub Georgetown is the first FitHub in the Washington D.C. area. It is located at 1251 Wisconsin Ave in Georgetown.

**-ENDS-**

**CONTACT:**

Dan Sarro

Reebok Corporate Communications

Daniel.sarro@reebok.com

781-401-4443

**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. Or, discover Reebok at the following locations:

<http://reesha.re/plus>; <http://facebook.com/reebok>; <http://twitter.com/reebok>; <http://youtube.com/reebok>; <http://news.reebok.com/>

**NOTES FOR EDITORS:**

*STORE STAFF & FITNESS ABASSADOR*

* All the staff have a fitness background and have been selected based on their experience in sports and fitness.
* Andrea Ferry is the Fitness Ambassador for the Georgetown FitHub. She is a master personal trainer with CrossFit Level 1, CrossFit Barbell, CrossFit Kids, CrossFit Olympic Lifting and CrossFit Nutrition certifications. Originally working in financial sales, Andrea left corporate America to follow her passion for fitness. In January 2013, she opened a gym called Inside Out Training in Broomall, PA. In addition to her role as Fitness Ambassador, Andrea coaches at CrossFit Metro Center. She looks forward to empowering and inspiring anyone who walks through the doors of the FitHub to pursue “true fitness.”

*THE STORE DESIGN*

* The store design takes inspiration from the gym environment including fixtures that replicate gym equipment, audio tracks selected for workouts, genuine gym flooring construction and functioning plyometric jump boxes as seating.
* This is a true fitness hub, where Reebok encourages active try-on so the consumer can experience how the products will benefit them during their workout.
* The store features a Fit Desk for consultation about fitness training and appropriate product.