

**COMFORT, PERFORMANCE AND STYLE FINALLY COME TOGETHER WITH REEBOK’S NEW “FAST FLEXWEAVE” RUNNING SHOE**

*Innovative Flexweave™ Technology Marks a New Era for Storied Brand*

**Boston, MA – March 1, 2018** – Global fitness lifestyle brand Reebok today released Fast Flexweave, a dynamic running shoe built with Flexweave – a revolutionary technology that boasts the coveted balance of lightness, durability, fit and stability.

The Fast Flexweave shoe provides the ultimate combination of fit and performance, ideal for a wide variety of quick-burst workouts and speed drills. The figure-8 construction of the Flexweave material allows for ‘zones’ throughout the shoe that deliver a unique combination of front-of-the-foot flexibility, midfoot stabilization, and breathability – all with a seamless, street-ready look that doesn’t sacrifice style.

“Innovation should never come at the sacrifice of performance or aesthetic, and with the Fast Flexweave, we’re setting a new standard,” says Scott Daley, General Manager at Reebok. “Flexweave is going to be a major part of the Reebok DNA moving forward, and represents a huge step forward in footwear technology.”

Flexweave is the latest offering from the Reebok Innovation Collective – a dedicated unit within Reebok comprised of product experts and key brand collaborators focused on the pursuit of progression via innovation and partnerships. Through the Reebok Innovation Collective, Reebok continues to develop footwear and apparel of the next generation, highlighting unprecedented technical performance and expression.

Flexweave material will appear in performance and Reebok Classics products throughout 2018 and beyond, including the Reebok CrossFit Nano 8 and more.

The Reebok Fast Flexweave will be available in introductory colorways beginning March 1, 2018 for $100 on Reebok.com.

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**About Reebok**

*Reebok International Ltd., headquartered in Boston, 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 fitness heritage. Reebok develops products, technologies and programming which enable movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s functional training, running, combat training, 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 adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.*

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