**REEBOK APPOINTS TODD KRINSKY TO LEAD NEW PERFORMANCE BUSINESS UNIT**

**LONGTIME REEBOK EXECUTIVE LED THE RESURGENCE OF REEBOK’S CLASSIC BUSINESS IN RECENT YEARS**

# **BOSTON, Mass. – February 22, 2018** – Today, Reebok announced the appointment of Todd Krinsky as General Manager, Reebok Performance Business Unit. Krinsky will lead this newly created business unit which consolidates Reebok’s Running and Training business units. He will report to Reebok President Matt O’Toole.

A 25-year Reebok veteran, Krinsky had most recently served as the GM of Reebok’s Classic business unit, leading a team that refocused the Classic business with a strong heritage positioning and focus on Reebok’s iconic franchise models. Under his leadership, Reebok’s Classic business achieved double-digit year-on-year growth for the past six years.

“Todd has a proven track record of success and is one of the most respected product and marketing experts in our industry,” said Reebok President Matt O’Toole. “The momentum he has created since he took over our Classic business speaks for itself. I am confident that his experience, expertise and leadership skills will be instrumental in helping us reach our goal of becoming the world’s leading fitness brand.”

“In recent years, we have worked to establish strong credibility in the fitness world, and today our delta symbol serves as a badge for those who are living a fit lifestyle,” said Krinsky. “My goal is to take what we’ve started and build on that, and also begin to merge it with stronger lifestyle credentials for the consumer who is both fitness and style obsessed.”

“What’s most exciting is that with our unique heritage and our fitness credentials, Reebok is uniquely positioned to speak to this consumer,” said Krinsky. “We are the brand that understands what drives them and what’s important to them, and we make the very best product for the activities they love.”

Krinsky has held numerous leadership roles at Reebok, including running categories, such as Basketball, Cleated, and Training, and leading Reebok’s Sports and Entertainment Marketing and RBK divisions, where he created a breakthrough strategy in the industry, fusing sport and music.

-END-

**Media Contacts**

Andrea Nirsimloo

M&C Saatchi Sport & Entertainment

(+1) 646 619 2813

[andrea.nirsimloo@mcsaatchi.com](mailto:andrea.nirsimloo@mcsaatchi.com)

Dan Sarro

Reebok Corporate Communications

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

**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.

For more information, visit Reebok at [www.reebok.com](http://www.reebok.com), or, for the latest news at <http://news.reebok.com/>

Discover Reebok at the following locations: <https://www.instagram.com/reebok/> ; <http://twitter.com/reebok>; and <http://facebook.com/reebok>