

**REEBOK APPOINTS KAREN REUTHER AS**

**NEW CREATIVE DIRECTOR**

**CREATIVE VISIONARY JOINS GLOBAL FITNESS BRAND IN LEADERSHIP ROLE**

**BOSTON, Mass. – June 11, 2018**– Today, global fitness leader Reebok announced it has hired creative visionary Karen Reuther as Global Creative Director for the company.

Earlier in her career, Reuther spent 12 years at Nike, including her role as Global Creative Director, where she led global design strategies for the brand across footwear, apparel and equipment. Most recently, she was Creative Director and Brand Psychologist at Cast Collective, a Boston-based collective of consultants working in the areas of design, innovation and technology. At Cast, she served clients including Puma, Vans, Timberland, Pantone, Piaggio Fast Forward, TJX Corporation, Everybody Fights and IDEO.

At Reebok, Reuther will providebrand-defining and consumer-relevant creative leadership across all design disciplines, including brand identity and design implementation, across every brand and consumer touch point. She will partner with Reebok’s product and marketing teams to deliver innovative, performance-led products for the consumer who is both fitness and style obsessed.

“I am incredibly excited to join Reebok,” said Reuther. “This is a brand with a heritage that is unmatched - with some of the most iconic footwear silhouettes in the industry. But beyond this great heritage is an authentic fitness brand, with a unique and powerful purpose. I am particularly excited to help Reebok merge the past and the present – bringing fitness and fashion together to create the very best products on the market.”

Matt O’Toole, Reebok President, said, “Karen brings a wealth of experience, both in our industry and from the outside. Her expertise, clear vision and leadership skills will guide our design excellence, inspire creative rigor and craft, and deliver a unified global design strategy for Reebok. I am excited to see the many contributions she will make to our brand moving forward.”

Reuther holds a Bachelor of Arts in Industrial Design from Purdue University and an MBA from Lesley University. She is a frequent speaker and lecturer at universities and events, including TED Talks.

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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 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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