**REEBOK APPOINTS KELLY HIBLER TO**

**LEAD CLASSICS BUSINESS**

**INDUSTRY VETERAN BRINGS EXCEPTIONAL CREDENTIALS TO REEBOK’S STYLE-DRIVEN HERITAGE BUSINESS UNIT**

**BOSTON, Mass. – August 16, 2018** – Today, Reebok announced the appointment of Kelly Hibler as General Manager, Reebok Classics business unit. He will report to Reebok President Matt O’Toole.

Hibler was most recently Vice President, Nike Global Basketball Footwear, where he led the brand’s global basketball business. During his tenure he oversaw the launch of the brand’s second and third largest signature basketball franchises, and also managed top lifestyle footwear franchises. Hibler had been at Nike for 28 years in various leadership roles.

Hibler will lead the overall strategy for Reebok’s Classics business unit, including product creation, marketing, merchandising and channel segmentation. The Reebok Classics business features the brand’s heritage products, including iconic franchise footwear models, such as the Classic Leather, Club C and Freestyle, as well as new, modern lifestyle footwear, apparel and accessories.

“I am so excited to join a great brand like Reebok,” said Hibler. “To be entrusted with some of the most iconic products in our industry is an honor - and a great responsibility. Reebok is one of very few brands in our industry with such a rich heritage. And this history lives on through these timeless products.”

“Kelly is an incredible addition to the team,” said Reebok President Matt O’Toole. “His leadership, product creation and marketing expertise, along with his overall knowledge of our industry will be a huge asset for not only our Classics business, but our company as a whole.”

The Reebok Classics business has been on an upward trend in recent years, with demand for iconic models like the Classic Leather, as well as 90’s-inspired retro products, continuing to grow worldwide.

Hibler is a graduate of the University of Oregon, and recently served as an Adjunct Professor for the University’s Sports Product Management program.

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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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