

REEBOK RELEASES NEW COLORWAYS OF PLANT-BASED FOOTWEAR



Brand responds to strong demand for “Cotton + Corn” vegan sneakers with new releases in Blue Slate, Lavender Luck and Industrial Green

Boston, Mass. – July 9, 2019 – Today, global fitness brand Reebok releases three new colorways of its groundbreaking “Cotton + Corn” collection.

Launched in 2018, the **NPC UK Cotton + Corn** is made from “things that grow” – constructed from an upper made of 100% cotton and a biobased sole derived from corn. The vegan Cotton + Corn sneakers are the only footwear products on the market that have been certified as containing 75% USDA certified biobased content and are sold in 100% recycled packaging.

Having launched in a Chalk colorway, the sneaker is now available in Blue Slate, Lavender Luck and Industrial Green.

Bill McInnis, Head of Reebok Future, said, “We have been thrilled at the response to the Cotton + Corn line and are excited to release three new colorways to complement the existing Chalk silhouette. But this is still only the beginning, we are working diligently on the next iteration of the range on our journey to create a 100% biobased, fully compostable shoe.”

The NPC UK Cotton + Corn sneakers come **in unisex sizing, retail for \$90 and will be available for purchase from July 9, 2019** in limited quantities, exclusively on [Reebok.com/us/CottonandCorn](https://www.reebok.com/us/CottonandCorn).

For the Cotton + Corn initiative, Reebok partnered with DuPont Tate & Lyle Bio Products, a leading manufacturer of high-performance biobased solutions. DuPont Tate & Lyle has developed Susterra® propanediol, a pure, petroleum-free, non-toxic product that contains 100% USDA certified biobased content, derived from field corn. Susterra® propanediol is used to create the sole of the NPC UK Cotton + Corn footwear.

The Reebok Future team is Reebok’s innovation department dedicated to creating new technologies, ideas, techniques and prototypes.

For more information please visit www.reebok.com/us/cottonandcorn and <https://news.reebok.com/global>

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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 the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. 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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About DuPont Tate & Lyle Bio Products

DuPont Tate & Lyle Bio Products is a joint venture between DuPont, a global science company, and Tate & Lyle, a world-leading renewable food and industrial ingredients company. DuPont Tate & Lyle Bio Products provides natural and renewably sourced ingredients that enhance product performance. For more information on Susterra® propanediol, visit <https://susterra-performs.com> to see the solutions we offer across a wide variety of markets and applications.

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