



Reebok and JJ Watt Honor the Legacy of Pat Tillman in Latest JJ IV Offering

The JJ IV Valor Pays Tribute to One of Watt's Personal Heroes

Boston, MA – May 25, 2021: Today, Reebok and JJ Watt unveil the fifth - and arguably, most meaningful - installment to the JJ IV training shoe series with the release of the **JJ IV Valor** - a silhouette dedicated to the memory of Pat Tillman.

In his latest release with Reebok, Watt pays tribute to one of his personal heroes, Pat Tillman - the legendary professional football player who left his sports career to serve his country in the aftermath of the September 11 attacks. Tillman was killed tragically on April 22, 2004.

In creating the JJ IV Valor, Watt enlisted the help of Marie Tillman throughout the design and development process to ensure the end result would be a meaningful and worthy tribute to her late husband. In addition to this commemorative design, the JJ IV Valor also pays tribute through donation components to The Pat Tillman Foundation. From May 27, 2021 through August 31, 2021, Reebok is donating **\$10** for each pair of JJ IV Valor sold to the Pat Tillman Foundation (PTF) up to a maximum donation of \$10,000. Additionally, Watt also plans to donate 100% of his personal proceeds from the shoe to the foundation.

Speaking to the special meaning of this upcoming release, Reebok Athlete JJ Watt said, "Pat Tillman lived his life in service of a purpose bigger than himself. That is his true legacy. This shoe is a small way to pay tribute to a legendary man, by not only honoring him, but also donating to the foundation established in his name and ensuring that his legacy lives on. It has been an absolute privilege to work hand-in-hand with Pat's widow, Marie Tillman, and CEO of the Pat Tillman Foundation, Dan Futrell, to ensure that this shoe properly and appropriately represents and honors Pat in a way that he would be proud of. 100% of my personal proceeds from this shoe will go directly to the Pat Tillman Foundation to help fund the next generation of Tillman Scholars and ensure that Pat's legacy continues on."

Key features to the JJ IV Valor include:

- Pat Tillman-inspired design elements including: PT40 inscriptions, a Pat Tillman Foundation sockliner, and a commemorative hangtag
- Flexweave® woven textile upper provides resilient stretch and targeted support at key performance areas
- Modernized webbing system contains mid-foot to enhance fit



- Fingerprint-inspired multi-directional flex groove sole provides superior durability and traction, while also bringing to life Watt's personal desire to leave his mark on the game

"JJ exemplifies our values of scholarship, service, humble leadership and impact," said Dan Futrell, CEO and 2011 Tillman Scholar. "In JJ, we see someone who shares Pat's passion for living, his tenacity on the football field and off through his deep investment in making a difference in his community and on a global scale. We're grateful to partner with him and Reebok on this latest release."

The latest Reebok JJ IV Valor will be available in unisex sizes starting May 27th on Reebok.com and at select footwear retailers across the US, with an MSRP of \$99.99. To learn more, visit Reebok.com/JJ.

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 that enable movement so people can 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.

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About Pat Tillman Foundation

In 2002, Pat Tillman proudly put his NFL career with the Arizona Cardinals on hold to serve his country. Family and friends established the Pat Tillman Foundation following Pat's death in April 2004 while serving with the 75th Ranger Regiment in Afghanistan. The foundation fosters the growth of its nearly 700 Tillman Scholars with academic scholarships, leadership development opportunities, and a global community to support them as they make an impact in the world.