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**REEBOK® AND ASTROTURF®
ANNOUNCE GROUNDBREAKING R&D PARTNERSHIP**

Collective Expertise of Industry Leaders To Drive Innovations in Performance and Safety

RALEIGH, NC. (December 1, 2008) – In a first-of-its-kind partnership, Reebok® and AstroTurf® announced today that they are joining forces to study the interaction between athletic footwear and field surfaces for athletes ranging from professionals to amateurs.

The goal of the research collaboration is to help improve athlete performance and help reduce injury risk through the development of better shoes and synthetic sports surfaces. Reebok® will spearhead footwear product development while AstroTurf® will focus on synthetic sports turf. The AstroTurf® brand was selected based on the advantages of its vertically-integrated manufacturing assets, including the scientific research, design and engineering used to produce sports turf that is among the most technologically advanced in the world.

“AstroTurf® is clearly the leading innovator in synthetic turf, making them our first choice for this unique partnership,” said Don Gibadlo, Vice President of Cleated Footwear at Reebok®. “Instead of studying the interface between the cleats and surfaces already in use, we will be the first to test these products in the conceptual phase, helping us produce innovations that will enhance performance and safety for athletes in field sports at all levels around the world.”

The research effort will analyze footwear-surface interactions, on both synthetic turf and natural grass, for an evolving range of athletic dynamics and an array of athlete types, from NFL linebackers to NCAA soccer players and Little League outfielders.

“As a global leader in performance athletic footwear and the official supplier to several of the world’s elite professional sports leagues, Reebok® is the ideal R&D partner,” said Chris Plunket, Senior Vice President of Operations for AstroTurf®. “As industry leaders, it is our shared responsibility to improve both performance and safety, the top priorities of athletes, coaches and management at every level, by leveraging our collective expertise to put the products of the future on a fast track to the marketplace.”

The research will be conducted at various venues nationwide, including on a GameDay Grass™ 3D surface from AstroTurf® recently installed at Reebok®’s global headquarters in Canton, Mass., with state-of-the-art equipment for mechanical and biomechanical testing. Until now, most shoe-surface interaction studies have used cleats and surfaces already on the market, focusing almost exclusively on the incidence of injuries as opposed to performance enhancement.

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Available Multi-media Resources:

- High-speed video of Reebok® testing a new cleat versus a conventional spike on AstroTurf® and grass at the research lab in Canton, MA
- High resolution photos
- Sound bites of top executives at both Reebok® and AstroTurf®

About Reebok®

Reebok International Ltd., headquartered in Canton, Massachusetts, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. Reebok® is the authentic outfitter of the National Football League. A subsidiary of the adidas Group, the company operates under the multiple divisions of the Reebok® brand, Reebok-CCM Hockey and the Sports Licensed Division. For more information, visit Reebok at www.reebok.com.

About AstroTurf®

The iconic AstroTurf® brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry's only vertically integrated manufacturing system. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again as the leading innovator in the synthetic turf industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf®-branded products for their premium quality, technical superiority and safety. AstroTurf® is a registered trademark of Textile Management Associates, Inc.

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