



For Immediate Release

**Uli Becker Named
Head of Global Marketing for Reebok**

Canton, MA., (May 17, 2006) – Reebok has named Uli Becker as Head of Global Marketing for the Reebok Brand. In this newly structured role, Becker will oversee Global Product, Sports Marketing, Global Brand Marketing and Global Brand Public Relations for Reebok. Becker will report directly to Paul Harrington, President and CEO of the Reebok Brand. Currently, Becker heads up Global Brand Marketing at adidas and serves as Managing Director of the adidas International B.V. in Amsterdam. He will relocate to Reebok's Worldwide Headquarters in Canton, Massachusetts and begin his new role officially on July 17, 2006. A successor for Uli Becker at the adidas International B.V. will be named in due course.

Becker has been with the adidas Group for over 16 years. During that time, he held various senior management positions in product marketing, brand communication, advertising/media and sales on a global, regional and local level. Of his time at brand adidas, he spent seven years in Herzogenaurach, Germany, five years in Portland, Oregon and the last four years in Amsterdam, The Netherlands.

Becker succeeds Dennis Baldwin, who has chosen to leave Reebok to pursue new professional interests. Since October 2005, Becker and Baldwin co-led the marketing team in the adidas-Reebok integration process.

“We are excited about welcoming Uli into our senior management team. Under his global brand marketing leadership, adidas has become one of the most coveted global brands with industry-leading products and award-winning communications,” said Paul Harrington, President and CEO of the Reebok brand.

“Strengthening our marketing and brand positioning is a cornerstone to our business strategy at Reebok. Uli and his Reebok Brand Marketing team will expand upon and evolve our overall brand marketing strategy around individuality and authenticity while also focusing on our key performance strategic initiatives, which include running and our league relationships with the NFL, NHL and MLB,” continued Harrington.

“I would like to thank Dennis for his many contributions to Reebok’s success, and wish him all the best in his future endeavors,” stated Harrington.

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