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**REEBOK INTERNATIONAL APPOINTS
DDB WORLDWIDE AS LEAD CREATIVE AGENCY**

Canton, MA March 20, 2009 – Reebok International has appointed DDB Worldwide as its lead creative agency, Rich Prenderville, Reebok's Head of Global Brand Marketing announced today.

DDB will provide creative solutions across a range of brand advertising and marketing communications and will service the business from three hubs: Berlin, Chicago and Hong Kong. Amir Kassaei, Executive Creative Director of DDB Germany, will spearhead global creative efforts on the account.

"DDB showed us incredible depth of creative resources around the world, deep thinking in non-traditional arenas and a passion for creative solutions beyond advertising," said Prenderville.

"Under the leadership of Amir and the team he and DDB have assembled, we are on the global offensive to drive great creative results for our brand."

"Reebok is a fantastic brand and we are delighted with our partnership with Rich and his team," Chuck Brymer, President and CEO of DDB Worldwide Communications Group Inc, said. "I am also very proud of the partnership and creativity our DDB offices have once again demonstrated on behalf of a client."

Kassaei, who is known for his work on such brands as Volkswagen and Ikea, noted, "There is great heritage and strength in the Reebok brand, and it will be a great honor and opportunity to create a clear, differentiating point of view for it on a global basis."

About Reebok

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. 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 and www.reebok.com/women.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and The Gunn Report, among others. With more than 200 offices in over 90 countries, the DDB Group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,TM influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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