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Feel the Floatride



Reebok Launches Floatride: An Innovative Cushioning Technology That Does Not Compromise Comfort Or Responsiveness – So You Can Float Through Your Run.

Canton, MA – April 1, 2017, Reebok, a global pioneer in running and fitness innovation and manufacturing, has today launched the Reebok Floatride Run - its most technically-advanced running shoe to date, which provides an unprecedented level of comfort and performance for runners around the world. The exciting new shoe has been in Reebok development for an extended period and offers the lightweight Floatride Foam technology that helps enable runners to float through their run.

The precisely-engineered Reebok Floatride Foam is pressure set for a consistent cell structure that provides an optimal mix of softness and responsiveness to ensure the wearer can experience high-level comfort while pushing performance. The refinement of Floatride Foam is a landmark technical step forward for Reebok Running and has stood up to countless hours of testing in a demanding category where runners are seeking the dynamic balance of style, performance, comfort and endurance.

Boasting a unique silhouette, the Reebok Floatride Run features an Ultraknit upper for support and flexibility, fusing style with new dynamic technologies in recognition that a sleek aesthetic feel is as sought-after as dominant performance. Floatride allows the wearer to look as

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Floatride 4



Floatride 3



Floatride Run 4



Floatride Run 2



Floatride Run 3

distinctive during their run as the shoe's unique technology will make them feel.

Scott Daley, General Manager of Running at Reebok said: "Floatride represents a reintroduction from Reebok to committed runners around the world. A lot has been invested in the research behind the technical components of the shoe and we're delighted with the results. We're inviting the entire running community to 'Feel The Floatride' and to give us their feedback on its ride and performance."

The Floatride Run incorporates several key product features that aim to meet the elaborate and extended requirements for a premium performance running shoe:

- 1. Floatride Foam:** Floatride Foam has a consistent cell structure that delivers the seamless integration of cushioning and responsiveness
- 2. Ultraknit Upper:** A seam-free Ultraknit upper construction is engineered in zones to provide adaptive comfort that offers support and breathable flexibility
- 3. EVA Support Rim:** Supportive foam rim centers and balances your foot throughout the gait cycle

When combined, all the elements of the Reebok Floatride Run work to produce a shoe that represents both ultimate cushioning and responsiveness.

During the last year of development, nearly 300 runners tested Floatride for more than 15,000 total miles of running. Floatride has received consistently impressive feedback from wear testers and in competitive benchmark testing, serious runners said Floatride stands out as an ideal offering of cushioning, ride, and weight; delivering a feeling of cushioning without compromise Daley continued, "With most other shoes, runners must make a compromise; increase softness and lose responsiveness, or vice versa. We think of the Floatride Run as 'cushioning without compromise' - the best of both worlds thanks to Floatride Foam. Running is also a crucial part of our overall Be More Human brand ethos, the path by which we become the best version of ourselves, mentally, physically and socially. We believe the Floatride Run marks the latest exciting step forward in helping our consumers reach their goals."

The Reebok Floatride Run will be available from April 1 at retailers nationwide and through www.reebok.com.

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