

ATTACHMENT A  
[on Reebok International Ltd., letterhead]

[Insert date]

[Addressee]

To: Reebok Retail Business Partner:

In response to a lawsuit by the Federal Trade Commission (FTC), Reebok has agreed to stop making certain claims for our EasyTone line of footwear products, including EasyTone, RunTone, SimplyTone, JumpTone and TrainTone shoes, and for our EasyTone line of apparel.

To settle the FTC's case against us, Reebok has agreed to stop using any ads or promotional materials that claim our footwear or apparel can:

- improve or increase muscle tone, muscle strength, or muscle activation, including any "28-11-11" percent claims; or
- improve posture.

Please take these four steps immediately:

- 1) If you have materials on display (POS, posters, etc.) that include any of these claims, as a business partner of Reebok, please remove them.
- 2) Where these claims appear on boxes, please cover them with stickers that Reebok will provide.
- 3) If inserts in boxes include any of these claims, please remove the inserts.
- 4) Please remove footwear hangtags and remove or cover apparel hangtags with stickers that Reebok will provide.

We are actively pursuing additional studies in the marketplace. We look forward to sharing these details with you as they become available.

You can find out more about the settlement at [www.ftc.gov/reebok](http://www.ftc.gov/reebok). Please call [insert name and telephone numbers of the responsible Reebok Attorney or Officer] if you have any questions.

We thank you for your business. We greatly appreciate your cooperation in this matter.

Sincerely,

Ulrich Becker  
CEO and President  
Reebok International Ltd.