

REEBOK TONING SHOES AND APPAREL CLASS ACTION

NOTICE OF SETTLEMENT APPROVAL HEARING

PLEASE READ THIS NOTICE CAREFULLY AS IT MAY AFFECT YOUR RIGHTS.

TO ALL CLASS MEMBERS:

To all Canadian residents who purchased any of the Reebok toning shoes and/or apparel list below between December 5, 2008 and July 10, 2010.

Eligible Shoes		Eligible Apparel	
EasyTone	JumpTone	EasyTone Capri	EasyTone Long Bra Top
EasyTone Flip	SimplyTone	EasyTone Pants	EasyTone Sleeveless Shirt
RunTone	SlimTone	Easytone Shorts	EasyTone Short Sleeve Top
TrainTone			

Purpose of this Notice

Class action lawsuits were initiated in Ontario and Québec alleging that Reebok Canada Inc., Reebok International Ltd., and Adidas Canada Limited (the “Defendants”) marketed and sold toning shoes and apparel through the use of false and misleading advertisements and representations regarding the perceived benefits of the shoes and apparel. The Defendants deny the plaintiffs’ allegations and deny any wrongdoing or liability. The court has not taken any position as to the truth or merits of the claims or defences asserted by either side. The allegations made by the plaintiffs have not been proven in court.

Without any admission of liability or wrongdoing, a Settlement Agreement has been reached. If you would like a copy of the Settlement Agreement, it is available at www.classaction.ca (English and French) or <http://clg.org> or a copy can be obtained by contacting Class Counsel as listed below.

Approval of the Settlement Agreement

In order for the settlement to become effective, it must be approved by the Courts. A motion to approve this Settlement Agreement will be heard by the Ontario Superior Court of Justice in the City of London on July 10, 2012, at 2:30 p.m., and the Superior Court of Québec, in Montreal on July 10, 2012, at 2:30 p.m in room 2.08. At these hearings, the Courts will determine whether the Settlement Agreement is fair, reasonable, and in the best interests of Class Members. All timely filed written submissions from Class Members will be considered at these times.

If you wish to comment or make an objection to the Settlement Agreement, you may deliver a written submission to the appropriate Class Counsel addresses listed below by July 3, 2012. Class Counsel will forward such submissions to the appropriate court. Or, if you choose, you may appear at the hearing and make your submissions orally. If you support the settlement, you do not have to do anything at this time and further notice will be published following the settlement approval hearings. This will contain details of the procedure to be followed by Class Members making claims for compensation.

Should the Settlement Agreement receive final approval, further Notices will be published at www.classaction.ca (English and French) or a copy can be obtained by contacting Class Counsel as listed below, and will be disseminated pursuant to the Settlement Agreement.

Distribution Protocol

If the Settlement Agreement is approved by the Courts, the settlement payments will be paid out in accordance with the Settlement Agreement, a copy of which can be obtained from the websites listed below.

Summary of Settlement Agreement

- The Defendants, while not admitting liability, will pay a sum of at least \$1,000,000 and not more than \$2,200,000 to settle the claims of Eligible Claimants.
- Claimants may be eligible to receive a settlement payment if they purchased any of the Reebok toning shoes and/or apparel listed above between December 5, 2008 and July 10, 2012.
- Any arguments based on statutes of limitations or repose shall be waived for Class Members participating in the settlement.
- The timing and process for filing a claim will be available in a further notice to be published after the settlement is approved by the Courts.

Further details regarding the Settlement Agreement may be viewed at www.classaction.ca (English and French) or <http://clg.org> or a copy can be obtained by contacting Class Counsel as listed below.

Opting Out

The deadline for opting out of the settlement will be determined at the motion to approve the Settlement Agreement.

Legal Fees

Class Counsel will seek court approval of legal fees not to exceed 25% of the total settlement benefits plus disbursements and applicable taxes. The settlement provides that any fees or disbursements awarded by the Courts will be paid out of the settlement amount.

Further Information

For further information, please contact Class Counsel as follows:

In all provinces
except Québec:

Siskinds LLP
47 Colborne St., Unit 203
Toronto, Ontario M5E 1P8

Daniel E.H. Bach
Tel: (416) 362-8334
Email: daniel.bach@siskinds.com

In Québec:

Consumer Law Group Inc.
1123, Clark St., 3rd Floor
Montreal, Québec H2Z 1K3

Me Jeff Orenstein
Tel: (514) 266-7863 x220
jorenstein@clg.org

THIS NOTICE HAS BEEN AUTHORIZED BY THE ONTARIO AND QUÉBEC COURTS.