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Fair Labor Association Accredits Reebok Apparel Compliance Program

Washington, D.C. – The Board of Directors of the Fair Labor Association (FLA) voted today to accredit Reebok’s apparel compliance program, signifying satisfactory completion of the company’s three-year initial implementation period and a finding by the FLA that the company is in substantial compliance with FLA requirements to implement a rigorous workplace code of conduct in factories making the company’s products..

By accrediting Reebok’s program, the FLA Board formally recognized that the program has fulfilled the requirements set forth by the FLA and in the Monitoring Plan that the company submitted to the FLA in 2002. In evaluating a company’s program for accreditation, the FLA monitoring staff reviews independent factory monitoring and verification reports of supplier facilities conducted by accredited external monitors, and verifies implementation of monitoring protocols, training programs and auditing systems. Having met these requirements, Reebok has achieved the designation, Fair Labor Association Accredited Compliance Program.SM

“The assessment is designed to evaluate the degree to which the company has achieved the objectives set in the implementation period,” said Aurret van Heerden, FLA President and Chief Executive Officer. “In Reebok’s review, the Board not only found them to be in compliance but noted an exemplary display of leadership in the spirit of corporate responsibility.”

Reebok’s partnership with a local Thai NGO, Arom Pongpangan, to train worker representatives in Thailand on labor law and worker rights and obligations under the law, was cited as one such example of proven leadership.

“This level of engagement is encouraging because they are responding to local issues in a strategic manner,” van Heerden said. “Partnerships such as this breeds empowerment, awareness, higher productivity and a better work environment overall.”

Reebok’s footwear compliance program was accredited last year and was the first program to receive this designation from the FLA.

For more information on Reebok and its human rights programs, visit <http://www.reebok.com/x/us/humanRights/index.html>.