

091026
REEBOK EASYTONE
US TV SPOTS

PRESENTER

Presenter 30":

Reebok EasyTone shoes not only look fantastic, they'll help make your legs and butt look great, too. It's the shoe proven -dude- to work your hamstrings and calves up to 11% harder and tones your butt up to 28% more than regular sneakers. Just by walking. I take it - you would agree?

VO:

*Reebok EasyTone. With balance ball inspired technology.
Better legs and a better butt with every step.*

Presenter 15":

Reebok EasyTone shoes not only look fantastic, they'll help make your legs and butt look great, too. I take it - you would agree?

VO:

*Reebok EasyTone. With balance ball inspired technology.
Better legs and a better butt with every step.*

BLACK&WHITE

Black&White 30":

VO:

*Discover up to 28 % more of a workout for your butt.
Up to 11% more for your hamstrings and calves. So 88% of men will be speechless. 76% of women jealous.
And 0% will know the reason... is on your feet.*

VO:

*Reebok EasyTone. With balance ball inspired technology.
Better legs and a better butt with every step.*

Black&White 15":

VO:

*Up to 28 % more of a workout for your butt.
Up to 11% more for your hamstrings and calves.
And 0% will know the reason... is on your feet.*

VO:

*Reebok EasyTone. With balance ball inspired technology.
Better legs and a better butt with every step.*

DIALOGUE

Dialogue 30":

Breast 1 : *Hey, did ya see? Nobody's staring at us anymore.*

Breast 2 : *Hmm, aren't we still hot?*

Breast 1 : *Totally! You know what? It's all because of stupid butt down there.*

Breast 2 : *Yeah, stupid butt. Gets all the attention now.*

Breast 1 : *She's so tight now. So round. So pretty.*

Breast 2 : *And so stupid.*

VO:

Make your boobs jealous. With the shoe proven to tone your butt up to 28% more and your hamstrings and calves up to 11% more than regular sneakers.

Reebok EasyTone. With balance ball inspired technology.

Better legs and a better butt with every step.

Dialogue 15":

Breast 2 : *Stupid butt. Gets all the attention now.*

Breast 1 : *She's so tight. So pretty.*

Breast 2 : *And so stupid.*

VO:

Make your boobs jealous. With the shoe proven to tone your butt more than regular sneakers.

Reebok EasyTone. With balance ball inspired technology.

Better legs and a better butt with every step.

**Television and Internet Advertisement:
Presenter 30"**

and

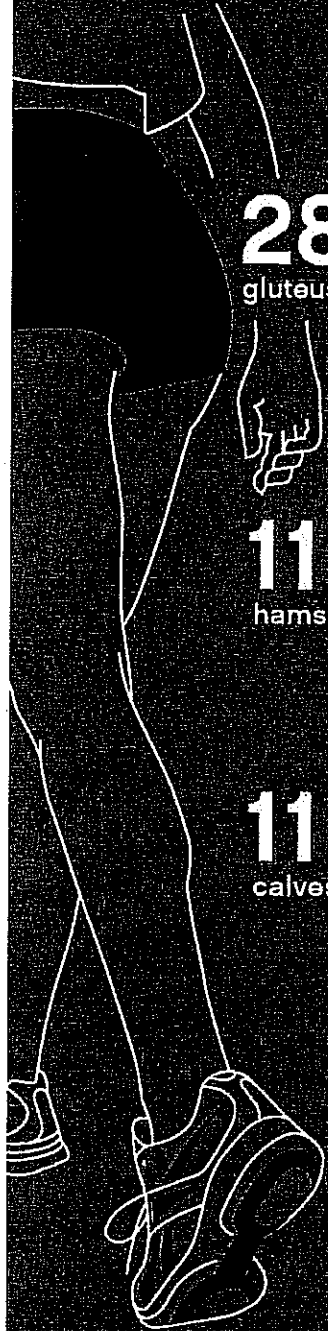
Dialogue 30"

Exhibit 2

CD-ROM

EASYTONE

Balance ball inspired technology with moving air creates micro instability toning and strengthening butt and key leg muscles as you walk.



28%
gluteus maximus

11%
hamstrings

11%
calves

Reebok
YOUR MOVE

EXHIBIT 3

RBK 0104

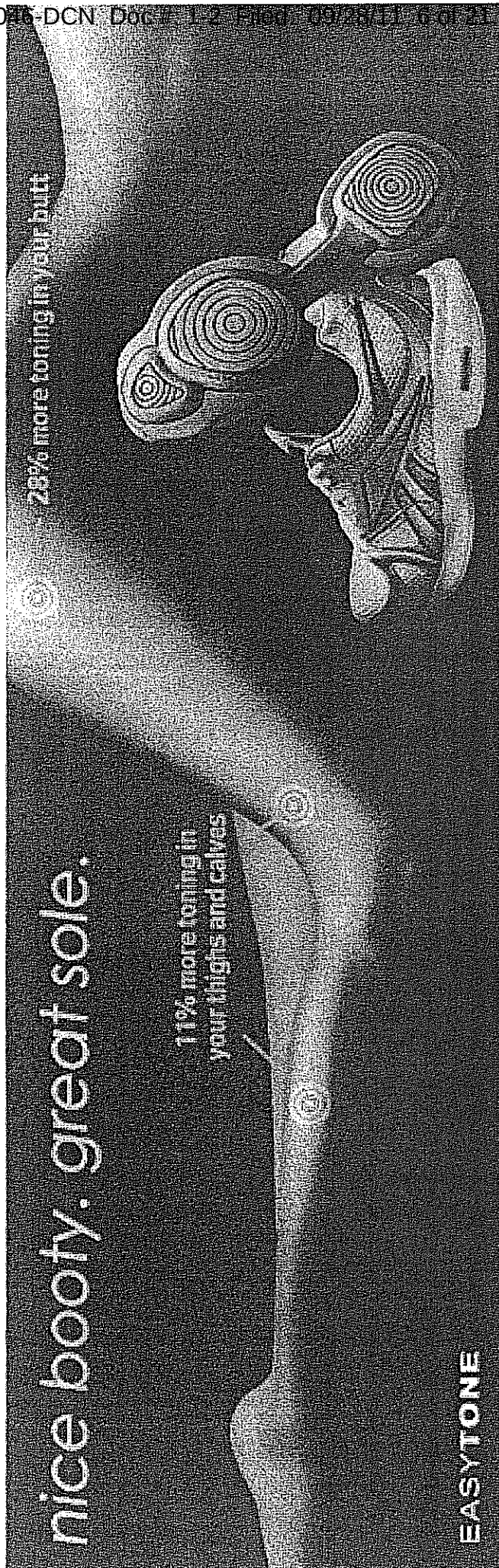
GET A BETTER BUTT. GET BETTER LEGS. GET EASYTONE.

EasyTone sole technology gives
you up to 28% more toning in
your calves, hamstrings, and,
oh yes, your butt.



EXHIBIT 4

RBK 0514



nice booty. great sole.

11% more toning in
your thighs and calves

28% more toning in your butt

EASYTONE

EXHIBIT 5

RBK 0526

EASYTONE TONES KEY LEG MUSCLES
WITH EVERY STEP.

* available in select stores



Reebok
EASYTONE

EXHIBIT 6

RBK 0549

Reebok

Shop

Women

Men

Sport

Fan Gear

Design

EASYTONE

The better way
to a better butt

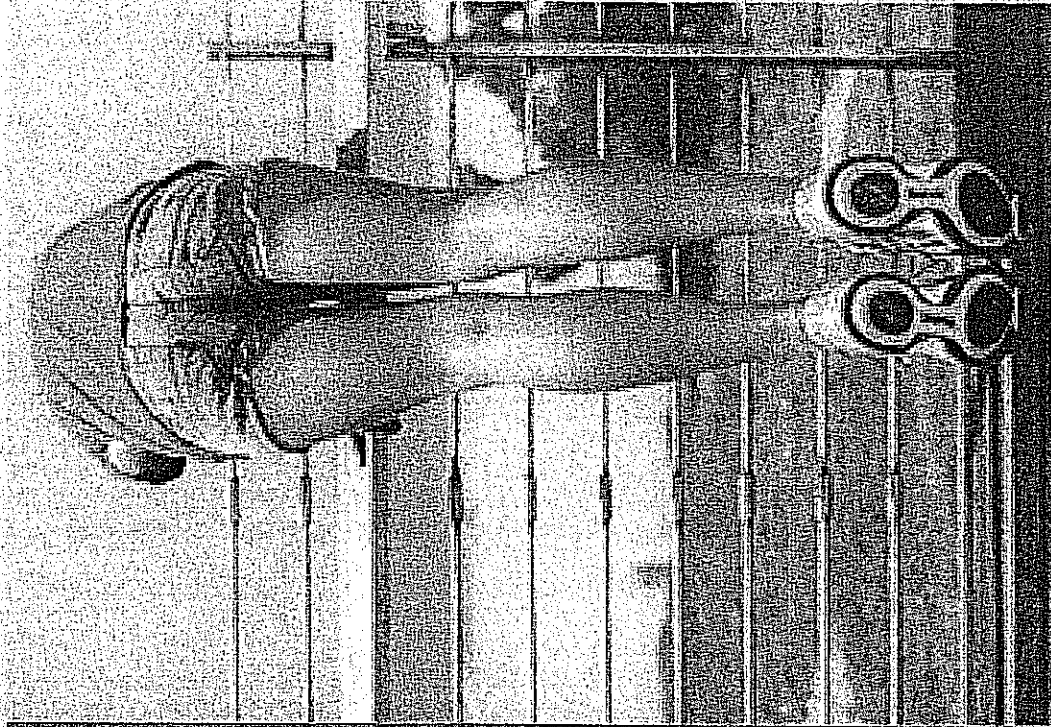
With EasyTone you get

Up to 28% more toning in your glutes

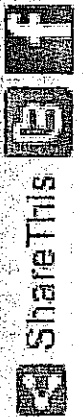
Up to 11% in your calves & hamstrings

We've restocked more styles and more colors - which means more toning for you. Shop now for the best selection!

[Shop EasyTone >](#)



FREE SHIPPING ON ORDERS MORE THAN \$130
AND ALWAYS FREE RETURNS

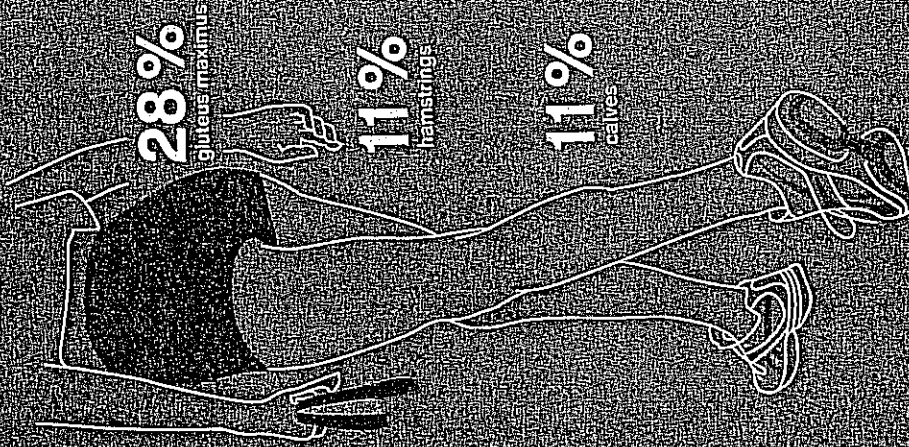


Men will be speechless. Women will be jealous. And no one will know that the reason's on your feet. Discover up to 28% more of a workout for your butt. And up to 11% more for your hamstrings and calves.

Reetone

EASYTONE

Balance ball inspired technology with moving air creates micro-instability toning and strengthening butt and leg muscles as you walk.



Reebok
YOUR MOVE

Reebok

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► Experience EasyTone

► Customize EasyTone

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WHAT IS EASYTONE?

An innovative footwear solution designed to tone and strengthen key leg muscles with every step.

HOW DOES IT WORK?

Balance ball inspired technology with moving air creates micro-instability; toning and strengthening key leg muscles with every step.

OUR TESTING

We have wear-tested EasyTone with hundreds of people over the past two years resulting in more than 20,000 hours of data.

Feedback from this research shows that users notice the difference immediately and genuinely feel that the shoes work and that their muscles are working harder.

TONING

Lab results show improvements in muscle tone when tested in the lab and great reviews from women around the world who have worn them!

EXHIBIT 9

p. 1 of 5

EASYTONE TESTIMONIALS

REGAN, 27, OHIO

"I'm just more toned; my jeans fit better, my butt looks better I've really noticed a difference in how I walk, how I carry myself."

PERRINE, 24, FRANCE

"The Easytone shoes make me WANT to walk more."

SAMANTHA, 29, COLORADO

"I have had my Easytones for about two weeks now! I love them! At the end of the day my feet used to hurt, but now that I have my Easytones, they don't!"

SUSAN, 37, MONTANA

"I just got my Easytones today, love them, love them, love them!" -

TAYLOR, 23, CALIFORNIA

"It sounds like I'll be the owner of three Reebok shoes haha!! RunTone for my walking and running, the TrainTone [out in August] for the gym, and then the Flip for just hanging out! Sounds good to me!"

BRIANE, 30, PENNSYLVANIA

"Buying these sneakers was the best 110.00 I have ever spent!!! I am not sure how the other brands work, but I can say the Reebok ones definitely work!!!!!!!"

QIAN, 26, CHINA

"It's definitely different than other shoes. I feel my legs getting firmer. I am more willing to walk and now I'll get off one-stop earlier and walk to the office everyday so that I can exercise more."

ANDREA HALL

"I love my easy tones. I just got my second pair. I am a nurse so therefore I am on my feet for 13+ hours a day and my feet do not hurt when I wear my easy tones. Thanks reebok!!!"

JACQUI MCKEEMAN-CRAIG

"Had mine for nearly 3 months and walk 3-5 miles each day. Bum and top of legs have toned, would be lost without them!!!"

LAURA COOPER

"I just got my shoes!! I LOVE THEM!! THANK YOU!!!!"

LISA BLOUIN-NOWICKI

"They really do add comfort & put a "pep" in my step! Thanks!"

LORI PIETSCH

"The Easy Tones feel cushiony, like walking on pillows."

ROBIN GRAY

"I should be the Reebok Easytone Go Outside spokesperson, LOL, my legs are totally rock hard!!! Unbelievable!!! ABSOLUTELY, BY FAR, THE BEST SHOE I HAVE

EVER OWNED!!!"

HILARY, 31, CALIFORNIA

"EasyTone shoes make my legs feel tight, toned, and a little buff. Smooth and sleek, like I want to wear shorter skirts to show off my "new and improved" legs"

ABBEY, 25, PENNSYLVANIA

"EasyTone shoes are comfortable and match mostly everything I wear. Also I like the burn I get while walking up hill with them on."

JENNIFER, 29, CALIFORNIA

"EasyTone shoes are new and different - my butt lifter shoes. They're fun to wear and go with casual clothes so I can maximize any walking that's not part of my gym routine."

KRISTIE, 29, PENNSYLVANIA

"I'm pretty excited about EasyTone shoes because my husband told me that my hamstring area looks like it's getting firmer...so I'm definitely loving the extra help from the shoes"

MICHELLE, 29, OHIO

"EasyTone shoes give you a bonus workout, who doesn't like multitasking?"

ROSE, 31, NEW JERSEY

"EasyTone shoes allow me to feel relaxed, my back feels 'aligned' and my feet don't have the same amount of pain as I normally would wearing my regular 'everyday' shoes. I definitely feel like my posture had improved when I wear the EasyTones shoes."

TRISHIA ANN, 25, TEXAS

"After walking long distances in EasyTone shoes I feel like my legs have gotten a full workout. My jeans seem to fit better in all areas."

ADRIANNA, 27, NORTH CAROLINA

"EasyTone shoes are comfortable to wear and effortlessly enhance my workout. I don't have to do anything extra, I just have to put on a pair of shoes. That is definitely easy and convenient enough for me!"

SARAH, 30, COLORADO

"The best part of wearing my Easy Tones is how comfortable they are and how easy it is to move in them and how much they make me want to move more and keep moving and how I really do not feel the ground much when I walk"

MELISSA, 28, COLORADO

"EasyTone shoes made me feel light on my feet"

MEGHAN, 32, INDIANA

"EasyTone shoes are super comfortable. Probably one of the most comfortable shoes I've ever worn!"

MOLLY, 31, INDIANA

"I do love to wear EasyTone shoes. They are one of the most comfortable shoes I have ever had. I feel like I could walk mile after mile in them, and they really are toning my legs"

TIFFANY, 32, MINNESOTA

"I love the balance ball feel of EasyTone shoes - keeps me on my toes literally. They really make me work my legs every time that I wear them"

JILL, 32, MISSOURI

"EasyTone shoes are awesome. They are comfortable, and give me a little extra oomph in my step"

AMELIE, 28, NEW YORK

"EasyTone shoes are very comfortable, and I can feel that my work out is more effective"

JEANELLE, 26, NEVADA

"EasyTone shoes are very comfortable and fun to wear, and I can see the difference they make"

HANNAH, 26, MICHIGAN

"EasyTone shoes make me feel like I have a tight tush"

ANDREA, 29, MISSISSIPPI

"EasyTone shoes make me feel empowered"

CHRISTINA, 28, OHIO

"EasyTone shoes have my feet thanking me!"

MEGAN, 23, MICHIGAN

"EasyTone shoes make me feel toned, sexy, fit!"

CAROLINE, 30, FRANCE

"I love those shoes because I'm pregnant and can't do lots of sports, so I walk a lot with my shoes (EasyTones) and I feel my muscles as if I had done a sport"

DM, 29, NEW YORK

"EasyTones are my favorite sneakers so far. The balance technology and the constant shifting of air beneath my feet makes for the best kind of cushioning. I would buy

them again and that is something I cannot say about other sneakers I have tried"

LIZ

"I absolutely love this shoe and would like to buy every color and make it my regular work and "errands" shoe. I highly recommend it for anyone who wants to make the most of everyday tasks. LOVE LOVE LOVE IT!!!"

JUDITH

"I adore this shoe! SO Comfortable. My chiropractor was very impressed with it, too!"

MICHELLE

"A month later, after wearing these shoes (EasyTones) 4-5 days a week for about 6 hours, I lost 1.75" from my hips, 1" from each thigh, and .5" from each calf."

NIKKI

"I've noticed a significant difference in my butt, it's more lifted, and my calves are more toned than they have ever been...They are the most comfortable shoes I've ever worn."

LALANYA

"I love this shoe, they feel like walking on pillows."

SARA

"I had a baby not too long ago and am trying to get my body back together...I have only had these shoes for a few weeks and every time I use them I can FEEL them working!!"

ANNE

"Their just like walking in any other shoe, BUT they DO make a difference. My easytone's are already working on butt and thighs. They are very comfortable and well worth having."

ANGELA

"As a certified personal trainer, I'd recommend these to anyone who wants to make walking a part of their fitness routine."

CARRIE

"After wearing these shoes, I can honestly say I see a definite change in the contour of my legs."

PAMELA

"I am a nurse and I'm on my feet a lot, these shoes are great and they come with the benefit of helping tone my legs while I work! You can't beat that."

LILIA

"I can not only see and feel a difference in my legs and butt, but I have dropped a pant size."

Reebok Women on Facebook

You like this. · Admin Page · Error Unlike
You like **Reebok Women**.

170,584170,583 people like Reebok Women

Isabel Maria Carolan Ana Amanda
Romina Melissa Alison Kela Sabina

SHOP EASYTONE NOW



EasyTone Reinspire



EasyTone Flip




EasyTone Go Outside



EasyTone Custom

"Reebok's EasyTone footwear is an innovative solution designed to help tone and strengthen key leg and butt muscles with every step. It's a well-designed, stylish toning shoe you can wear for all your daily activities from work to school to shopping to walking. Step up and step into a pair of EasyTone shoes and you'll feel the difference. Available in many colors and versatile styles including EasyTone Go Outside, EasyTone Inspire, EasyTone Reinspire and EasyTone Flip Flop."

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Explore

Customize

Shop



Women

- Women's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Girls

Men

- Men's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Boys

Sport

- Sport Home
- Football
- Baseball
- Basketball
- Lacrosse
- Hockey
- Running
- Soccer
- Tennis
- Men's Training
- Women's Fitness
- Walking

Classics

- Classics Home
- Women
- Men

What's Hot

- ZigTech
- EasyTone
- RunTone
- Pink Ribbon
- EA7 | Reebok

Shop

- Shop Home
- Sale
- Store Locator

EasyTone Reelinspire - Wide

Product # J17422

\$99.98

★★★★★ [Submit a review](#)

COLOR



Size: 5

Qty: 1

ADD TO CART

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DESCRIPTION SIZE CHART RATINGS AND REVIEWS

EasyTone Reelinspire - Wide

"O" Yeah! EasyTone - the must-have shoe of the year. An Oprah magazine "O List" pick! Get a better butt and better legs with every step. With EasyTone Reelinspire, you can get firmer thanks to our patented sole technology, which emulates walking on sand.

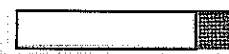
- EasyTone technology improves muscle tone in the hamstrings, calves and glutes up to 28%
- Synthetic/Mesh upper
- DMX Max enhanced underfoot foam cushioning for lasting comfort
- SmoothFit seamless design ensures minimal rub, decreases irritation; specially designed Women's Specific Last technology ensures a better fit for women's feet; and a removable antibacterial sockliner accommodates orthotics



Explore

Customize

Shop



Women

- Women's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Girls

Men

- Men's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Boys

Sport

- Sport Home
- Football
- Baseball
- Basketball
- Lacrosse
- Hockey
- Running
- Soccer
- Tennis
- Men's Training
- Women's Fitness
- Walking

Classics

- Classics Home
- Women
- Men

What's Hot

- ZigTech
- EasyTone
- RunTone
- Pink Ribbon
- EA7 | Reebok

Shop

- Shop Home
- Sale
- Store Locator

EasyTone Flip Flop

Product # J20057

Now \$49.99 (Was \$59.98)

★★★★☆ Submit a review

COLOR



Size: 5

Qty: 1

ADD TO CART

SHARE

DESCRIPTION	TECHNOLOGY	SIZE CHART	RATINGS AND REVIEWS
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EasyTone Flip Flop

For FREE SHIPPING enter promo code FLIPFLOP during checkout. Get a better butt and better legs with every step. With the EasyTone Flip Flop, you can get firmer thanks to our unique sole technology.

- EasyTone's pockets of moving air promote micro-instability, helping to improve muscle tone in the glutes, calves and hamstrings
- Leather thong slip-on for easy on/off
- Soft woven lining on footbed ensures comfort and prevents slippage

YOU MAY ALSO LIKE

EasyTone Inspiro
\$99.98



Core 5" Short
\$17.99



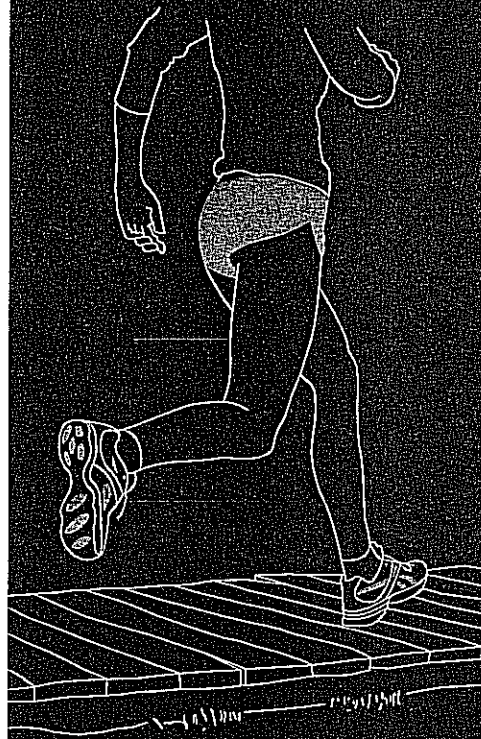
EasyTone Go ...
\$109.98



Tag:	GLOBAL	287MMH1X70MMW
	EASYTONESS10	01MAR2010
	BEACHFOLLOWUPCYAN	ENG
	MASTER	MASTER
	902836v2	

Get the results you want
at a faster pace. Balance
ball inspired technology
with moving air creates
micro-instability, so you
tone and strengthen key
muscles with every run.

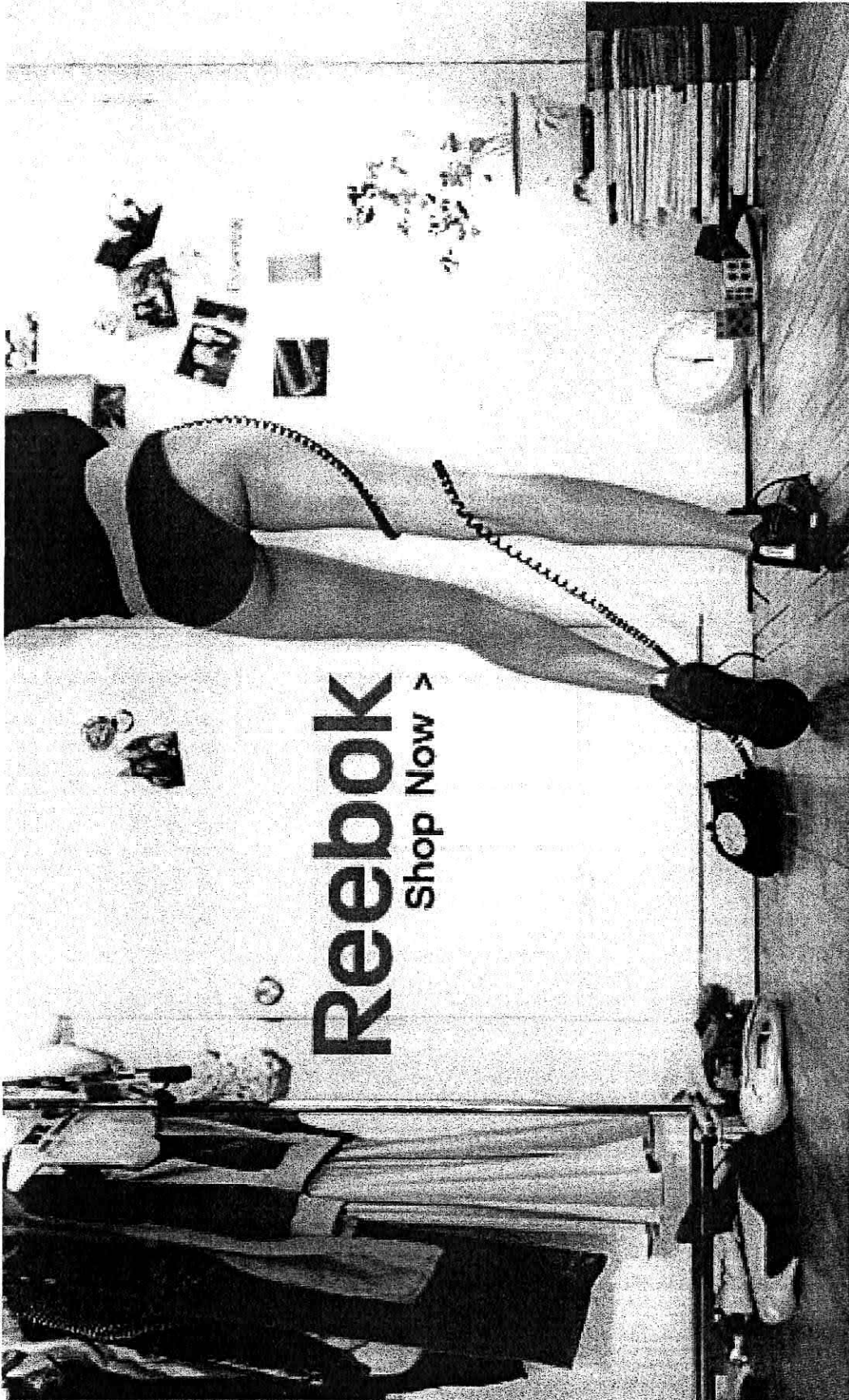
RUNTONE



Reebok
YOUR MOVE

EXHIBIT 12

RBK 0092



Reebok
Shop Now >

EASYTONE

Tones Key Leg Muscles
With Every Step



SHOP NOW >

ZIGTECH

The Energy Drink
For Your Feet



SHOP NOW >

RUNTONE

Tones Key Leg Muscles
With Every Run



SHOP NOW >

Client	REEBOK	Company	MASTER-OUTDOOR
Account	GLOBAL	Format	YOURMOVEMASTER17.6X12
Project	EASYTONE10	Live Size	444.5X304.8
Job Title	BEACHCYAN	Final Size	444.5X304.8
Country	MASTER	Output Size	100%

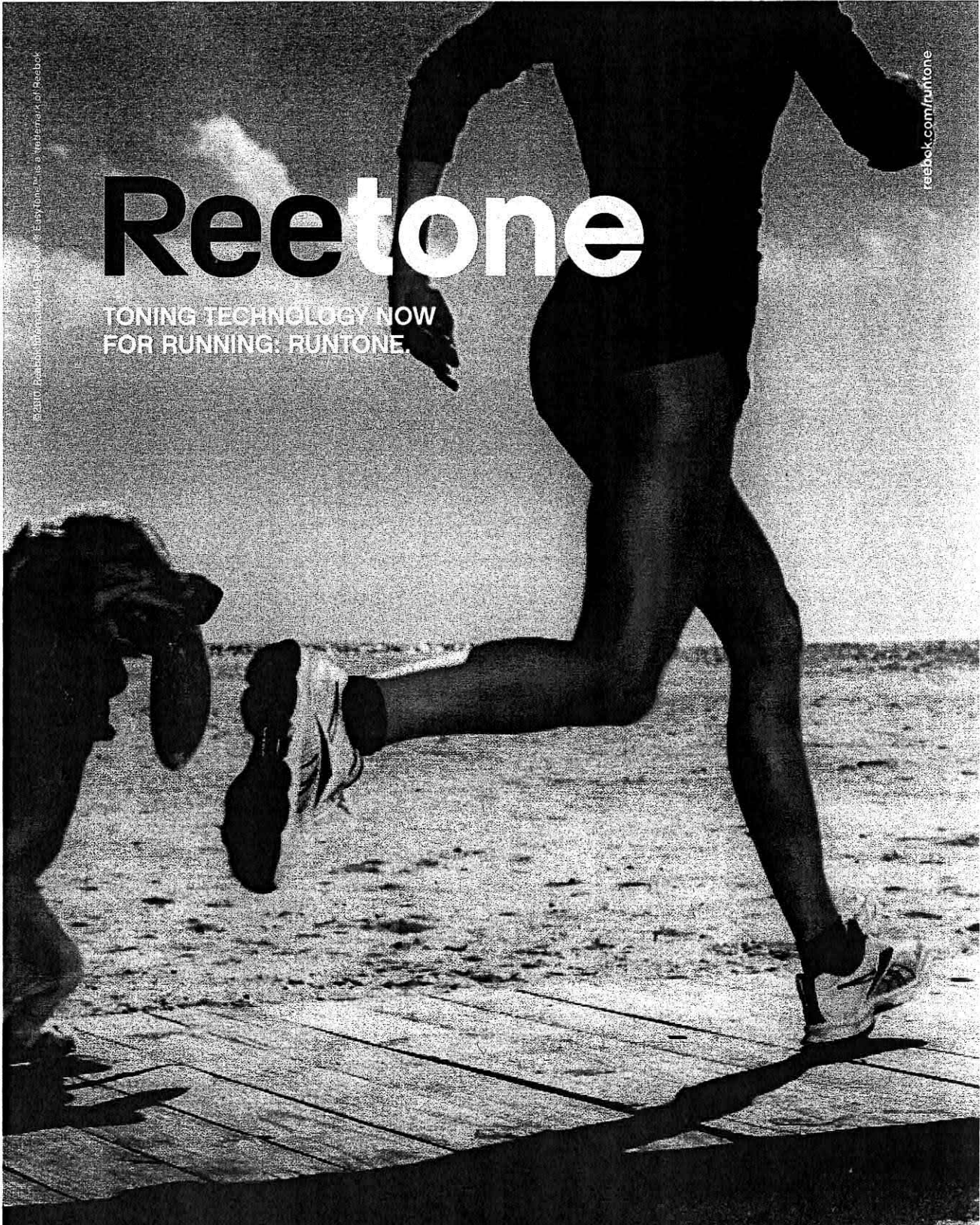
901561v1

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reebok.com/runtone

Reetone

TONING TECHNOLOGY NOW
FOR RUNNING: RUNTONE.



STONE YOUR BUTT AND LEGS MORE WITH EVERY RUN. ALSO AVAILABLE: EASYTONE FOR WHEREVER YOU GO AND TRRAINTONE FOR WORKING OUT.

RUNTONE
EASY**TONE**
TRRAINTONE

Reebok
YOUR MOVE

EXHIBIT 14

Client:	REEBOK	Company:	MASTER-OUTDOOR	
Account:	GLOBAL	Format:	YOURMOVEMASTER173X12	
Project:	EASYTONESS10	Line Size:	444.5X304.8	
Job Title:	TELEPHONE/SPEECH/PHONE	Final Size:	444.5X304.8	
877999v2	Country:	MASTER	Output Size:	100%

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reebok.com/easytone

Reetone



EASYTONE SHOES HELP TONE YOUR BUTT AND LEGS WITH EVERY STEP. AVAILABLE SOON: RUNTONE FOR RUNNING AND TRRAINTONE FOR WORKING OUT.

EASYTONE
RUNTONE
TRRAINTONE

EXHIBIT 15

Reebok
 YOUR MOVE



Explore

Customize

Shop



Women

- Women's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Girls

Men

- Men's Home
- Footwear
- Apparel
- Accessories
- Equipment
- Boys

Sport

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- Soccer
- Tennis
- Men's Training
- Women's Fitness
- Walking

Classics

- Classics Home
- Women
- Men

What's Hot

- ZigTech
- EasyTone
- RunTone
- Pink Ribbon
- EA7 | Reebok

Shop

- Shop Home
- Sale
- Store Locator

RunTone Action - Men

Product # J19594

\$99.98

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COLOR



Size: 8

Qty: 1

ADD TO CART

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RunTone Action - Men

You asked for it – you got it: the muscle-toning shoe you can wear while running, training and working out. Compared to a traditional running shoe, RunTone, a close cousin to our EasyTone shoe, encourages more activation in key leg muscles like the calves and quads and reduces overall body stress.

- RunTone patented sole technology features 8 pods of moving air that force your muscles to work harder, encourages increased muscle activation, toning, strength and endurance
- Synthetic/mesh upper ensures comfort, fit and durability
- SmoothFit seamless liner minimizes rub and irritation
- DMX Shear cushioning panels for added comfort and reduced heel stress; IMEVA midsole for added cushioning; removable sockliner accommodates orthotics

