



PAUL FIREMAN  
CHAIRMAN AND EXECUTIVE OFFICER

March 7, 1996

To Whom it May Concern:

Founded in 1979, Reebok International Ltd. reported \$3.5 billion in sales in 1995 and is recognized 247th on the Fortune 500 list. Our company is a leading worldwide designer, manufacturer and distributor of sports, fitness, and casual footwear, apparel and equipment. Reebok's goal is to be the world's leading sports and fitness brand.

Inside of this goal, Reebok contracted with Landmark in 1994 for a two-year initiative to work with key Reebok executives and representative staff and leaders throughout the organization in generating significant increases in performance and productivity. This is a broad-based, two-year initiative to alter the culture at Reebok to create a new environment that elicits people's committed action and in which they generate new approaches and activities that lead to a breakthrough in our results.

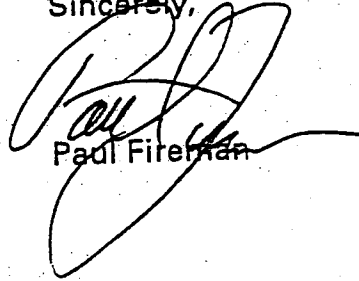
We recognized prior to hiring Landmark that global brand-building requires intense focus and relentless discipline in establishing the brand, and that there needed to be a shared goal within this company from top to bottom. In considering firms that would be suited to help us with our needs, we decided that Landmark could best act as a catalyst for the kind of unprecedented results we were seeking.

In working with a number of Landmark's executives and consultants over the last year and a half, they have demonstrated an absolute commitment to the success of our company while at the same time a total respect for the individuals in our company. Our experience has been that the Landmark personnel operates with the highest standards of professional conduct and integrity while working with us to achieve significant advances in our performance.

Landmark has done outstanding consulting work and programs on long-range planning and cultural transformation with our employees at all levels, and the work they have done has been enjoyed and well received, in assisting us in preparing our employees for a future that stems from a common and shared goal.

Throughout our company, our executive team continues to ask for Landmark's services and we have repeatedly added to our contract for their services. Reebok is proud to be working with Landmark and is pleased to have them as a partner in projects that we consider crucial to the future success of Reebok as a global brand.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Fireman", written over a printed name.

Paul Fireman