



REEBOK LAYING OFF 310 IN NORTH AMERICA

Reebok International is laying off 310 employees in North America, including 113 workers in Massachusetts. The Canton-based sneaker maker, which is owned by Adidas Group, is laying off 6.5% of its 1,700 Bay State employees, including 101 at its headquarters and 12 in Mattapoisett. Across North America, the company is canning 65 employees in Indianapolis; 12 in Cedar Rapids, Iowa; 60 in Montreal; and about 60 in Mexico. After the dismissals, which are effective immediately, Reebok will be left with slightly more than 8,500 employees worldwide. The job cuts are spread throughout the company's departments, although the majority are in sales operations and marketing. Adidas said group revenue in North America fell 7% during the first nine months of 2008, due to lower sales in the US; but its sales in all other regions of the world grew by double digits.

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