

News Release

Irvine, CA | November 8, 2012

ASICS BRAZIL ANNOUNCES NEW PRESIDENT

ASICS Brazil, a subsidiary of ASICS America Group, announced today the appointment of Giovani Decker as President effective immediately.

“Congratulations to Giovani Decker on his new role as President,” says ASICS America Group President and CEO Kevin Wulff. “I look forward to working with Giovani on penetrating and growing the ASICS brand in Brazil.”

Decker has served as ASICS Brazil’s General Manager and Vice President since 2010 and is the first Brazilian President for ASICS Brazil. Previously, Osamu Sasada held the position and has been instrumental within the ASICS organization for the past 30 years. He will return to ASICS’ Global Headquarters in Kobe, Japan. Under Sasada’s guidance, Brazil’s sales grew over 40 percent in the last year to become a top sports company.

“We are thrilled with the appointment of Giovani Decker to his new role as President for Brazil,” said Osamu Sasada, ASICS Corporation. “I have worked closely with Giovani for the past three years and am confident he will excel and continue to challenge ASICS Brazil to become a leading sports brand.”

Marketing efforts are playing an integral role in the growth in Brazil. In 2011, ASICS Brazil opened its first flagship store and developed “Golden Four,” a four half-marathon series in major cities in Brazil, including Sao Paulo, Rio de Janeiro, Brasilia and Belo Horizonte. Athlete sponsorship has also grown with over 30 athletes representing ASICS Brazil at the 2012 Game in London.

“I am truly honored and excited to lead ASICS in Brazil,” says ASICS Brazil President, Giovani Decker. “I see many opportunities for us to become a leading brand within this market and I am encouraged by the economic growth being experienced in Brazil.”

###

