

News Release

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ASICS SHOES EARN TOP HONORS

GEL-Scout receives *Runner's World* "Editor's Choice" and
GEL-Lyte33 is awarded "Best New Shoe" from *Running Network*

ASICS America is proud to announce the GEL-Scout™ and the GEL-Lyte33™ are the latest shoe styles to earn top honors from two significant running authorities. *Runner's World* magazine has awarded the GEL-Scout the "Editor's Choice" award in the October Trail issue and *Running Network* has named the GEL-Lyte33 the "Best New Shoe" in the Fall shoe guide.

"We are honored to be recognized by two leaders in the running community," says Jim Monahan, ASICS Vice President of Footwear. "This recognition from our peers in the industry validates the research, technology, and design efforts that we put into making the most innovative products. We are delighted to continue to receive such accolades for our shoes year after year."

The *Runner's World* "Editor's Choice" award is given to an outstanding shoe that successfully combines the highest-quality design and technology. Winners received the highest marks from the *Runner's World* Shoe Lab, the "wear-testers" and the editors. According to *Runner's World* magazine, the worldwide authority in running, the GEL-Scout "offers a smooth, pillowy-soft ride reminiscent of the Cumulus and Nimbus—ASICS' popular neutral-cushioned road models." The article points out features such as the "protective bumper at the front of the shoe that shields your toes" and "the closed-mesh upper which helps keep out moderate amounts of water and dirt." Overall the GEL-Scout is "a well-cushioned ride that feels light and nimble." New for Fall 2012, the GEL-Scout offers protection, comfort and durability on the trail in a lightweight (12.1 oz. men's, 9.8 oz. women's) package. It retails for \$120.



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In addition, *Running Network* has presented ASICS with the “Best New Shoe” award in the Fall shoe guide for the GEL-Lyte33. The review will be seen in each of *Running Network*’s more than 25 print publications and online at runningproductreviews.com. Testers are fitted for their biomechanical needs and run 100+ miles to evaluate the shoe’s performance. According to the *Running Network* article, “While spare, the GEL-Lyte33 doesn’t feel skimpy under the tongue or in the ankle collar. Its lightweight, sleek design, and excellent cushioning were responsible for the Gel-Lyte33 receiving our award for Best New Shoe.” The GEL-Lyte33 debuted in April as the newest additional to the ASICS 33 Collection™. The shoe is not only the lightest model (8.6 oz. men’s, 6.8 oz. women’s), but also the most flexible while still providing high levels of comfort and cushioning. According to a tester, “The best thing is they are really light and really fast!” The GEL-Lyte33 retails for \$100.

For more information, visit www.asics.com

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