

News Release

Irvine, CA | October 25, 2012

ASICS LAUNCHES MULTI-PLATFORM TAKEOVER DURING THE 2012 ING NEW YORK CITY MARATHON

ASICS America Partners with Electro-Funk Duo Chromeo to Kick off a Marathon of Activity

ASICS America Corporation, official sponsor of the ING New York City Marathon, is intensifying its support for the 2012 race by partnering with electro-funk duo Chromeo to create a marathon themed track, empowering runners to push themselves to the limit and “stop at never.” In addition, ASICS will continue to motivate runners by bringing back its award-winning “Support Your Marathoner” program, launching a limited edition marathon sneaker and executing a major takeover at the Columbus Circle Station featuring a variety of inspirational and interactive activities.

A CITY SOUND EXPERIENCE IN THE HEART OF MANHATTAN TRANSIT

The Chromeo track will motivate runners and highlight ambient sounds of New York City, replicating what a runner would experience during the marathon from city sounds to the sound of their own heart beating. The limited-edition track will be available for download exclusively at ASICSAmerica.com beginning on October 30, 2012. For each download, ASICS has pledged to donate the equivalent dollar amount in product, up to \$2,620 to a deserving New York City organization that provides children with opportunities to play and grow.

Building on the excitement around the Chromeo collaboration, ASICS created a unique installation in the Columbus Circle Station featuring a customized “Sound Room.” This immersive audio experience will allow commuters, runners and fans to trigger various “sounds of the marathon” through 40 motion activated “buttons” that emit sounds such as footsteps, car horns, and even subtle sounds such as the Grand Central Terminal Clock and a celebratory kiss. The station takeover will also include a display that calculates the watts of energy produced by people passing through the station, as well as an interactive shadow runner, and unique marathon-inspired artwork.

ASICS ENCOURAGES YOU TO SUPPORT YOUR MARATHONER

For the third consecutive year, ASICS will feature its award-winning “Support Your Marathoner” program which allows friends and family members to send personalized video and text messages directly to competitors during the race, giving every runner a virtual cheering section. By connecting to Facebook and Twitter on SupportYourMarathoner.com, this year’s runners can share message requests with their entire social network and send out updates when a message has been posted. There’s even a way for runners to share their glory with friends and family during the race by creating pre-written messages that will be posted to their Facebook page in real-time at certain mile markers along the course. SupportYourMarathoner.com is now live and available for family and friends to share messages of love and encouragement.

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LIMITED EDITION SHOE CELEBRATING THE RACE AND THE MARATHON COURSE

In celebration of the marathon, ASICS has launched a limited edition GEL-Kayano™ 19 as well as a GT-2000™ with a custom color scheme tied to the marathon apparel collection, an inner shoe lining featuring scenic NYC images and the year featured on back of the shoe. ASICS chose two of their most popular distance running shoes for the tribute, which is sure to help runners everywhere commemorate their achievement long after they cross the finish line. The shoes will be available for purchase at the ASICS / ING New York City Marathon Expo and at select New York City running specialty retailers.

“As one of the world’s greatest road races, the ING New York City Marathon provides an unmatched opportunity for ASICS to become synonymous with the relentless pursuit of advancement, camaraderie, and culture,” says Kevin Wulff, CEO of ASICS America. “As with the last 15 years, ASICS is once again proud to be submerged in the life of New York City in the weeks leading up to the marathon and to drum up excitement for this one-of-a-kind event.”

All of ASICS’s activations for the ING New York City Marathon kick off on October 24, 2012. For more information, please visit SupportYourMarathoner.com or ASICSAmerica.com. You can also follow @ASICSamerica and use the hashtag #ASICSnyc on Twitter to join in the conversation.

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