

News Release

ASICS AMERICA TEAMS UP WITH ACTRESS CHRISTINA APPLGATE'S RIGHT ACTION FOR WOMEN IN THE FIGHT AGAINST BREAST CANCER

-Introducing ASICS' First Charitable Collection to Support Breast Cancer Education-

IRVINE, CA, September 12, 2012 – When it comes to the ongoing fight against breast cancer, [ASICS AMERICA](#) has pledged to apply their, “Stop at Never” mantra by joining forces with [Christina Applegate's Right Action for Women](#), a charitable services fund of the [Entertainment Industry Foundation \(EIF\)](#), to help provide assistance to women who are at increased risk for breast cancer.

The special edition collection features four of ASICS's most popular footwear and apparel items in eye-catching bright pink. ASICS, was founded on the premise of its namesake, an acronym for the Latin phrase Anima Sana in Corpore Sano, which roughly translates to “A Sound Mind in a Sound Body,” and this new breast cancer awareness collection is the embodiment of ASICS' mission.

“ASICS is honored to support a cause that affects millions of people and touches so many lives every single year,” commented ASICS' Director of Marketing Communications Shannon Scott. “Christina's own story has inspired many to take control of their own health. By teaming up with Christina Applegate's Right Action for Women to launch our first-ever breast cancer awareness collection, we are now able to apply our ‘Stop at Never’ mantra to such an important effort.”

Available throughout the month of October, the ASICS Right Action for Women Collection will include the new ASICS GT-1000™ PR running sneaker, ASICS The Smuggler™ sports bra, ASICS Hera™ 2-pack headbands, and ASICS reversible knee pads, all in the breast cancer awareness signature pink. ASICS AMERICA has guaranteed a minimum donation of \$75,000, up to \$100,000, from the specially marked products made available at retail stores nationwide.

In 2008, after receiving her own breast cancer diagnosis, award-winning actress Christina Applegate created Right Action for Women to educate women about what it means to be at “increased risk” for breast cancer and encourage them to talk to their doctors about appropriate screening. The fund also provides individuals who are determined to be at increased risk for breast cancer with financial assistance to cover the high costs associated with screenings.

“I am incredibly grateful to ASICS and excited for the launch of the ASICS Right Action for Women Collection,” said Applegate. “The funds raised from this collaboration will help educate even more women about their risk for breast cancer.”

Items within the ASICS Right Action for Women Collection include:

- **ASICS GT-1000™ PR Running Sneaker** – Packs performance, fit and cushioning into a sleek profile. Mild to moderate overpronators will enjoy mile after comfortable mile, thanks to rearfoot and forefoot gel® cushioning and the stable ride provided by the duomax® support system (SRP \$100)
- **ASICS The Smuggler™ Sports Bra** – Everyday impact seamless construction with a smooth silhouette. Wicking properties move moisture away from the skin. Removable padded cups to help add shape, support and comfort for everyday activities (SRP \$42)



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- **ASICS Hera™ 2-pack Headbands** – Tapered silhouette for improved comfort and fit. Features ASICS reflective logo for visibility and silicon gripper keeps headbands in place (SRP \$16)
- **ASICS Reversible Knee Pads** – Sold in Pairs. Features GEL® Cushioning. Low Profile (SRP \$28)

Breast cancer is the leading cause of death in women between the ages of 40 and 55, and a new woman is diagnosed with the disease almost every two minutes. These are just two of the many shocking statistics that illustrate the expansive reach of the disease. Early detection is often crucial for women to prevent the devastating effects of this disease. Right Action for Women and other breast cancer awareness organizations help save millions of lives every single year by promoting awareness about the risk of breast cancer and encouraging women who are considered “high-risk” to pursue early detection screenings.

For more information on ASICS AMERICA and the ASICS Right Action for Women Collection please visit www.asicsamerica.com. Be sure to be on the lookout for the #AsicsBCA hashtag on social media channels this fall.

About ASICS

Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.

About Right Action for Women

Right Action for Women was established in 2008 by award-winning actress Christina Applegate, as a charitable services fund of the Entertainment Industry Foundation, Hollywood’s leading 501(c)(3) organization. After receiving her breast cancer diagnosis, Applegate created the fund to encourage young women to understand what it means to be at an increased risk for breast cancer and the importance of appropriate breast screening. Right Action for Women supports programs that help remove the financial obstacles that many individuals face when accessing breast cancer screenings. For more information, please visit www.rightactionforwomen.org.

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