

## News Release

Irvine, CA - September 5, 2012

### **ASICS AND NEW YORK ROAD RUNNERS EXTEND ING NEW YORK CITY MARATHON PARTNERSHIP**

ASICS® Corporation (Japan) and ASICS America Corporation, the North American Subsidiary, are pleased to announce the re-signing of a long-standing partnership with the ING New York City Marathon, the premier event of the New York Road Runners. ASICS has embraced a mutually beneficial relationship with the esteemed event on and off since 1988, most recently celebrating 15 consecutive years together.

The ING New York City Marathon, one of the world's great road races, draws more than 120,000 applicants annually and attracts many world-class professional athletes. The race not only boasts more than \$800,000 in prize money, but is broadcast on a world stage before two million spectators and 315 million worldwide television viewers. The event is also truly international with 50 percent of participants coming from outside the U.S. to one of the biggest cultural capitals of the world.

More than 40 years after its start, the Marathon, with significant support from ASICS, continues to grow in size and to be the leader among the World Marathon Majors around the world (BAA Boston, Virgin London, BMW Berlin, Bank of America Chicago and ING New York City). From humble beginnings in 1970 with only 127 runners, the event had expanded to 37,866 runners by 2006 and 2011 topped out at more than 45,000.

ASICS will continue to serve as principal sponsor with the exclusive sponsorship of the official apparel, footwear and accessories, and the right to operate the "Marathon Store by ASICS" at the Health and Fitness Expo. ASICS will also maintain the right to sell co-branded ING New York City Marathon licensed products. Additionally, the new contract with New York Road Runners will continue to include the outfitting of the NYRR officials, over 16,000 volunteers, NYPD and NYFD teams as well as commemorative shirts for the expected 48,000 participants.

"As the biggest initiative ASICS sponsors globally, this is a lucrative and significant licensing deal for ASICS, and an event we are honored to continue to support," says Kevin Wulff, CEO and President, ASICS America Corporation. "The ING New York City Marathon is the crown jewel of road races and ASICS is the leader in the running world, so it makes perfect sense to align ourselves and continue to grow together."



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**New York Road Runners:** Headquartered in New York City, New York Road Runners is dedicated to advancing the sport of running, enhancing health and fitness for all, and meeting our community's needs. Our goal is to use the expertise acquired in our 53-year history to empower all people to live fitter, healthier lives through participation in our races, community events, instruction and training resources, and youth programs. Our races and other events draw more than 300,000 people each year. The ING New York City Marathon, NYRR's premier event, is the largest and most inclusive marathon in the world, attracting the world's top professional runners every year and raising \$30.8 million for charity in 2010. NYRR's running-based youth programs, which currently service more than 100,000 children in hundreds of schools and community centers, promote children's health and fitness, character development, and personal achievement in underserved communities. For more information, visit [nyrr.org](http://nyrr.org).

