

News Release

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ASICS NAMES 180 AMSTERDAM AS NEW GLOBAL ADVERTISING AGENCY

180 Amsterdam given multi-year worldwide brief to drive ASICS' 'True Sport' Brand positioning

AMSTERDAM, January 2012: Leading Global sports brand ASICS has appointed 180 Amsterdam to create yearly global advertising campaigns starting in January 2013.

180 has been briefed to drive awareness of the ASICS brand globally and create an emotional connection with consumers around ASICS' 'True Sport' positioning.

ASICS is currently working with 180 Amsterdam on its 2012 international brand marketing initiative, covering Europe, Japan, Australia and Asia, but the agency won this new brief after a competitive pitch.

180 will now create global multi-media campaigns.

Kevin Dundas, Managing Partner at 180 Amsterdam, said: "180 Amsterdam and ASICS have worked together in Europe for the past year. This pitch win provides the opportunity to extend our relationship to a global scale. The ASICS brand has ambitious plans and is well poised in the marketplace, we are looking forward to playing our part."

Katsumi Kato, Senior General Manager, Global Sales & Marketing Division, at ASICS said: "180 really understands the ASICS brand and our 'Anima Sana In Corpore Sano' – meaning a 'sound mind in a sound body' – philosophy. After the great creative work executed by 180 for our 2012 "Made of Sport" campaign, we really look forward to working together at the global level to strengthen our unique "True Sport" positioning all over the world."

