



## News Release // Irvine, CA / January 6, 2012 //

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### ONITSUKA TIGER ANNOUNCES 2012 BRAND CAMPAIGN

ASICS announces the launch of the Onitsuka Tiger 2012 Global Brand Campaign. The Global Brand Campaign will span one year from January 2012 and will be featured at a number of events, including music concerts, art exhibits, and festivals.

The campaign concept is *Made of Japan*, dubbed the “podium” campaign, pays homage to the iconic competition podium. The concept is inspired by Onitsuka Tiger’s connection to its rich athletic history and Japanese heritage.

The Winners’ Podium in the visual motif is linked to the history of Onitsuka Tiger. The brand originated in sports and was loved by athletes from 1949 to 1977. Today, the brand is known throughout the world as an original Japanese sports fashion brand.

The design and motif on the Winners’ Podium is a modern arrangement of a traditional Japanese flower, the plum blossom.

The brand history expressed in Onitsuka Tiger’s brand campaign will be featured on the onitsukatiger.com, and will be updated periodically beginning February 2012.



In 1949, Kihachiro Onitsuka established Onitsuka Tiger, the forerunner of ASICS. The brand began with a commitment to promoting youth health, and since then, the Tiger stripes have become synonymous with one of the most world-renowned athletic brands. The legend lives on today in the fusion of Japanese heritage and modern flair. With designs ranging from updated classic silhouettes to refreshing new styles and collaborations with like-minded artists and cultural connoisseurs, the spirit of Japan resonates in each new collection of Onitsuka Tiger shoes, apparel and accessories. Visit [www.onitsukatiger.com](http://www.onitsukatiger.com) for more information.



The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.