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News Release

Conclusion of Watch Manufacturing Licensing Agreement with Seiko Instruments, Inc.

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ASICS Corporation (Headquarters: Kobe, Japan; President: Motoi OYAMA) announces the conclusion of a licensing agreement with Seiko Instruments, Inc. (Headquarters: Chiba City, Japan; President: Masafumi SHIMBO), to produce ASICS and Onitsuka Tiger brand watches.

Seiko Instruments will manufacture the ASICS brand sports watch and the Onitsuka Tiger brand fashion watches, and the new lines will be introduced in major world markets starting in Fall 2011. The new watches will be launched first in Japan.

The first collection will be unveiled at the Seiko Instruments booth (Hall 5.0/Stand C31) at the world's biggest watch and jewellery show BASELWORLD 2011, to be held in Basel, Switzerland, in March 2011.

Two series of watches will be shown: sports watches, inspired by the ASICS brand of primarily running shoes favored by athletes, as well as the worldwide Onitsuka Tiger line of fashion watches, which have a retro-style sporty design.

Seiko Instruments was founded in 1937 as a watch manufacturing company and is part of the Seiko Holdings Group. The company designs, manufactures, and sells fashion timepieces with excellent functionality and design, primarily high-quality Seiko brand watches. Seiko Instruments also offers revolutionary products and services in a wide range of fields, including small, low power consumption electronic devices and micro mechanical parts, as well as system solutions and measurement and analysis instruments based upon technology cultivated in the development of watches.

ASICS and Seiko Instruments will design the ASICS line of watches together, and Seiko Instruments will develop and produce the products, which will be sold through its sales network.
ASICS will sell the watches at its ASICS direct sales outlets and Onitsuka Tiger shops.

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.

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.