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June 19, 2014

Name of the Company: ASICS Corporation

President and CEO, Representative Director: Motoi Oyama

Code Number: 7936 Listing Exchanges: Tokyo

## **Notice of Appointment of New Representative Director**

We, ASICS Corporation (“Company”), hereby announce the appointment of representative director, pursuant to a resolution in the Board of Directors’ Meeting held on June 19, 2014.

### **1. Reason for Appointment**

We have decided to appoint another representative director in order to increase the mobility of management decision making under “ASICS Growth Plan (AGP) 2015”, the Five-Year Strategic Plan whose goals are respond swiftly to an increasingly globalized business environment and pursue continuous growth.

### **2. Details of Appointment**

Representative Director and Managing Executive Officer    Kousuke Hashimoto

### **3. Name and Brief Personal History of New Representative Director**

New title	Representative Director and Managing Executive Officer [Former title    Director and Managing Executive Officer]		
Name	Kousuke Hashimoto		
Birthplace	Fukuoka, Japan		
Education	Kobe University, LL.B.		
Date of Birth	November 25, 1958		
Business Career	April	1982	Joined the Company
	August	2007	General Manager of Corporate Strategy Department
	April	2010	Executive Officer, General Manager of Corporate Strategy Department
	June	2011	Director and Executive Officer, General Manager of Corporate Strategy Department
	April	2013	Director and Managing Executive Officer, General Manager of Corporate Strategy Department and Senior General Manager of Global Administrative Division
Number of the Company’s shares owned	3,500		

### **4. Date of Appointment**

June 19, 2014