

March 11, 2011

Name of the Company: ASICS Corporation

President and Representative Director: Motoi Oyama

Code No.: 7936 Listing Exchanges: Tokyo, Osaka

Notification of Position Change of Representative Director

Asics Corporation announced the following change in the position of representative director, pursuant to a resolution by the Board of Directors at a meeting held today.

1. Details of position change:

Name	New Position	Former Position
Motoi Oyama	President and CEO, Representative Director	President and Representative Director

2. Date of position change:

April 1, 2011

END