

July 12, 2010

Name of the Company : ASICS Corporation

President and Representative Director : Motoi Oyama

Code No.:7936 Listing Exchanges : Tokyo, Osaka

**Notification of the acquisition of the shares in HAGLÖFS HOLDING AB by ASICS Corporation  
and Conversion into a Subsidiary**

ASICS Corporation is pleased to announce that it has entered into a share purchase agreement to acquire 100% of the shares in HAGLÖFS HOLDING AB (hereinafter referred to as “HAGLÖFS”) on July 12, 2010, following the resolution by the board of directors at its meeting held the same day. HAGLÖFS is an outdoor products company headquartered in Sweden.

**1. Reasons for the Share Acquisition**

Established in 1949 with the founding spirit to contribute to the healthy growth of young people through sports, ASICS has always pursued products that create value for customers. Today, we provide highly functional, high quality and highly value-added sport shoes and many other products to sports lovers and health-oriented people around the world.

Under the mid-term business plan called ASICS Challenge Plan 2010, we are currently focused on further growth and expansion of our business on a global basis. Specifically, we are expanding our apparel business by introducing in the market high quality and functional novel products, while securing further growth of our core business of running-related products. Moreover, we are aggressively exploiting opportunities of M&A including the alliance with other companies to boost or supplement the existing businesses within our group.

HAGLÖFS is an outdoor products company established in 1914 in Sweden, and it is renowned as a premium brand in the market, mainly in Nordic region and also in Japan. The company is aiming to expand and strengthen the sales and marketing of its highly functional outdoor products not only in Nordic region but also in other regions in Europe as well as in Asia.

Synergy benefits between HAGLÖFS and ASICS, are expected in areas such as management, technology, know-how, production bases and sales channels which should add further corporate value.

ASICS had multiple discussions with Ratos AB, the owner of HAGLÖFS, and as a result, reached the conclusion of a share purchase agreement.

The outdoor products sector is an important category that can meet growing demands of consumers in all of our three business domains that are athletics, health/comfort and sports lifestyle. The background factors for this trend are the boost of outdoor enthusiasts, the growing needs for health and comfort through outdoor activities, and the increasing demand for outdoor products featuring the aspect of fashion. Through HAGLÖFS, ASICS Group will be providing a wide range of outdoor products to meet such consumer demand.

HAGLÖFS is highly valued because of its strategy of always meeting the needs of high-level users and providing them with functional and value-added products for demanding outdoor activities. Such a strategy has been maintained since its incorporation. It is essential for its future growth and perfectly matches with our corporate philosophy to pursue and own products that create value for customers. We will be working jointly to improve our corporate value.

## 2. Outline of the Subsidiary to be acquired

(1)	Corporate Name	HAGLÖFS HOLDING AB (“Target”)	
(2)	Address	Box 520, SE-774 27 Avesta, Sweden	
(3)	Representative	Mats Hedblom (CEO)	
(4)	Business	Development, marketing and sales of outdoor equipment and clothes	
(5)	Capital	SEK 3 million	
(6)	Year Established	1914	
(7)	Shareholder and Shareholding Ratio	Ratos AB 100%	
(8)	Relationships between ASICS and the Target	Capital	There is no capital relationship, which shall be disclosed between ASICS and the Target, nor any notable capital relationship between our related parties/affiliates and the Target’s related parties/affiliates.
		Personnel	There is no personnel relationship, which shall be disclosed between ASICS and the Target, nor any notable personnel relationship between our related parties/affiliates and the Target’s related parties/affiliates.
		Transactional	There is no transactional relationship, which shall be disclosed between ASICS and the Target, nor any notable transactional relationship between our related parties/affiliates and the Target’s related parties/affiliates.
(9)	The Target’s Consolidated Financial Results and Financial Condition of the Last 3 years (Unit: SEK)		
Fiscal Year		FY ended 12/2007	FY ended 12/2008
Consolidated Net Assets		212 million	253 million
Consolidated Total Assets		381million	456 million
			488million

Consolidated Sales	428 million	495 million	590 million
Consolidated Net Income	11 million	38 million	48 million
Consolidated EPS	360	1,274	1,592

### 3. Outline of the Seller

(1)	Company Name	Ratos AB (“Seller”)	
(2)	Address	Box 1661, SE-111 96 Stockholm, Sweden	
(3)	Representative	Arne Karlsson (CEO)	
(4)	Business	Private equity company	
(5)	Capital	SEK 1,020 million	
(6)	Year Established	1934	
(7)	Net Assets	SEK 15,302 million	
(8)	Total Assets	SEK 40,858 million	
(9)	Investors, Investment Ratio	Söderberg family 19% Torsten Söderberg foundation 8% Ragnar Söderberg foundation 8% AMF Pension 3% Swedbank Robur 3%	
(10)	Relationships between ASICS and the Seller	Capital	There is no capital relationship, which shall be disclosed between ASICS and the Seller, nor any notable capital relationship between our related parties/affiliates and the Seller’s related parties/affiliates.
		Personnel	There is no personnel relationship, which shall be disclosed between ASICS and the Seller, nor any notable personnel relationship between our related parties/affiliates and the Seller’s related parties/affiliates.
		Transactional	There is no transactional relationship, which shall be disclosed between ASICS and the Seller, nor any notable transactional relationship between our related parties/affiliates and the Seller’s related parties/affiliates.
		Status as a Related Party	None of the Seller, its related parties or affiliates is our related party.

### 4. Number of Shares to be Purchased, the Purchase Price and the Shareholding after the Acquisition

(1)	ASICS’s Shareholding before the Acquisition	0 share (Shareholding Ratio: 0%)
(2)	Number of Shares to be Purchased	30,000 shares (Consideration: Approximately SEK 1,000 million)
(3)	ASICS’s Shareholding after the Acquisition	30,000 shares (Shareholding Ratio: 100%)

#### 5. Timeline

(1)	Resolution by the Board of Directors	July 12, 2010
(2)	Execution of the Share Purchase Agreement	July 12, 2010
(3)	Share Purchase	Mid August, 2010 (Schedule)

#### 6. Future Outlook

The impact of this share acquisition on our consolidated financial results for the fiscal year ending March 31, 2011 will be minor.

END