

News Release

Kobe, Japan | September 20, 2013

ASICS Launches Adaptive Training Program MY ASICS for iOS and Android Phones

New Apps Help Runners Achieve Goals With Personalized Training Plans That Adapt With Improvement

Sept. 20, 2013 — [ASICS](#) launched version 2.0 of [MY ASICS](#), an adaptive training program that helps runners train more effectively, for iOS and Android phones. The new apps are extensions of ASICS' popular web-based training program that helps runners track their runs, train more effectively with personalized, adaptive plans, and ultimately achieve their goals. The apps are free and available for download from [iTunes](#) and [Google Play](#).

Upon opening the app, runners can immediately start tracking a run with GPS, or create a personalized training plan that is catered to their current strengths, goals, and abilities. After identifying key factors, such as distance, desired finish time, sex, and age, MY ASICS automatically generates a custom plan that outlines the right frequency, volume and intensity to achieve a specific goal. As runners train with MY ASICS, their plans adapt to improvement with user feedback, and can be adjusted to be easier or more difficult.

"Our goal at ASICS is to help all runners improve, and achieve their goals. MY ASICS plans are the best way to train because they structure your runs to build up your anaerobic threshold, which leads to improved endurance, faster times and better performance," said Raphaël Mazoyer, digital marketing manager at ASICS corporation. "The launch of these two new apps gives runners a new piece of gear to not just track runs, but exponentially improve them. MY ASICS makes every run count."



My ASICS Image



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My ASICS is currently available in 13 languages and 170 countries. The new apps are available in the United States, Japan, United Kingdom, Norway, Sweden, Denmark, Finland, Switzerland, The Netherlands, Belgium, Italy, Germany, France, Spain, Portugal and Austria. Free plans are available for marathon, half marathon, 10km, 5km, 10 mile and 5 mile distances. My ASICS marathon plans range in length from 12 to 42 weeks and you can train from two to four days a week.

"MY ASICS is better than ever. Our experts at the ASICS Institute of Sport Science developed a completely new set of improvement curves to enable our technology to better analyze your runs and recalculate future runs so you can progress with confidence toward your goal," said Alex Mrvaljevich, product lead at MY ASICS. "78 percent of runners who follow their plan achieve their goal. If you train with MY ASICS, and set your mind and your feet to it, you will achieve your goals."

KEY FEATURES:

- * Run tracking with GPS (route, total time, lap times, distance, and average pace)
- * Native in-app plan generation with adaptive plan correction
- * Adjustable, personalized schedule of phases and upcoming runs
- * In-app compass for orientation and location
- * In-app Facebook sharing of your runs and achievements
- * Gear tracking to monitor mileage on your shoes and other gear

MY ASICS was developed at the ASICS Institute of Sport Science in Kobe, Japan, and represents seven years of research on improving running performance.

Learn more about MY ASICS at <http://myasics.us/>.



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About ASICS:

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.

About MY ASICS:

MY ASICS is the adaptive training program that helps runners train more effectively and improve results.

The MY ASICS adaptive training program was developed after seven years of run performance research at the ASICS Research Institute of Sports Science in Kobe, Japan, and currently offers plans for marathon, half marathon, 10km, 5km, 10 mile and 5 mile distances.

Download MY ASICS for iOS and Android phones. For more information, or to create your personalized training program, please visit <http://myasics.com/>.

Please direct any questions regarding this release to:

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