

News Release

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ASICS GEL-KAYANO 18 RECEIVES INTERNATIONAL TOP HONOR FROM RUNNER'S WORLD MAGAZINE

ASICS America is proud to announce that *Runner's World Magazine*, the worldwide authority on running information, has named the ASICS GEL-Kayano®18 the international "Best Update" of 2012. The award was presented at a special ceremony at The Running Event in Austin, Texas on December 4, 2012.

Runner's World Magazine awards one shoe style each year the international "Best Update" award. The publication noted "over its 18 iterations the shoe has consistently performed well for our wear-testers" earning high marks in comfort, cushioning, and stability. "The shoe feels like a padded boxing glove that you can use to pound out mile after mile, pain-free. Testers raved about the fit—especially in the rearfoot, where a new external heel counter keeps a firm grip on your heel while wrapping your Achilles in cushy padding and soft fabric."

The shoe was selected by a panel of International *Runner's World* editors from the 16 countries in which the magazine is published (Australia/New Zealand, Brazil, France, Germany, Italy, Mexico, The Netherlands/Belgium, Philippines, Poland, South Africa, Spain, Sweden, China, the United Kingdom and the United States).

"ASICS is proud to be recognized by the worldwide authority in running," says Jim Monahan, V.P. of Footwear, ASICS America Corporation. "The GEL-Kayano franchise has always offered runners the best technical advances, yet we continually strive to improve the shoe year over year with the latest innovations."

Previously, the GEL-Kayano 18 received the *Runner's World* "Best Update" award in the United States, which was recognized in the March 2012 issue. In addition, the manufacturing of the GEL-Kayano 18 is based on a joint research project with ASICS and a top research institute in the United States that focuses on a reduction of approximately 20% in CO2 footprint.

The GEL-Kayano 19, the newest model on the market, was released in November and is available at specialty retailers nationwide for \$150.

