

## News Release

Irvine, CA | December 4, 2012

### **ASICS America and USA Field Hockey extend partnership through 2016**

*ASICS remains Official Exclusive Sponsor of footwear, apparel, and accessories*

COLORADO SPRINGS, Colo – ASICS America Corporation and USA Field Hockey today announced the extension of a long-standing partnership agreement. ASICS remains the Official Exclusive Sponsor of footwear, apparel and accessories through 2016. In 2009, ASICS became the largest corporate sponsor in USA Field Hockey history.

Over the past four years, field hockey has had a solid growth in participation. At the collegiate level, over 270 NCAA institutions run field hockey programs. Yet the greatest area of growth is at the club level with out-of-school programs now present in 30 states. The introduction of the National Club Championship in 2010 at both the U-19 and U-16 level provided a new competitive platform for high school athletes. On the international stage the U.S. Women's Team had back-to-back appearances at the 2008 and 2012 Olympic Games while the U.S. Men's Team recently advanced to the second round of a major international tournament.

"ASICS has been a great supporter in helping grow our National Teams over the last four years and we are excited to be continuing this partnership," said Steve Locke, Executive Director of USA Field Hockey. "We share a vision to excel on the international stage and are proud to have our Men's and Women's National Teams outfitted and equipped in ASICS as we build to Rio 2016. ASICS will also be supporting our continued initiatives to grow the sport from the grassroots to the elite level."

"We've had many successes in the past several years working with USA Field Hockey and are thrilled to be supporting them for another four years. We are confident our ground breaking performance apparel and footwear will help the team continue to exceed its goals now and leading into Rio 2016," said Laura Greatbanks, ASICS Marketing Manager.

As an official outfitter of the National Teams, ASICS designed the U.S. Women's Olympic Field Hockey Team's uniform which was ranked No. 4 on NBC Olympics list of the best dressed American teams at the 2012 Olympic Games.

In addition, ASICS has supplied apparel for USA Field Hockey Olympic Development events including the U.S. Men's and Women's Junior National Teams, National Futures Championship and Women's National Championship.



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**About ASICS America:** 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.asicsamerica.com](http://www.asicsamerica.com).

**About USA Field Hockey:** USA Field Hockey is the national governing body for the sport of field hockey in the United States and is based in Colorado Springs, Colorado. USA Field Hockey would like to thank its sponsors and suppliers for their continued support: Asics America, Harrow Sports, GloProfessional, CranBarry Field Hockey, Dita North America, Longstreth Field Hockey, 4U Field Hockey, Yolo Sportswear, STX, JBS Destination Solutions, White Mountain Sports.

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