

News Release

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ASICS CREATES THE 'HOME OF TRUE SPORT' IN LONDON THIS SUMMER

True sports performance brand, ASICS will be hosting a series of engaging and premium sporting experiences for key customers.

ASICS will be setting the pace at the summer of sport in London by hosting hospitality events for top tier retailers and media from around the world. The brand will be inviting VIP guests to 'The Home of True Sport', the ultimate sporting hospitality venue, being held at the University of East London in Stratford. ASICS will also be supporting its sponsored athletes, federations and delegations by providing them with footwear and apparel.



ASICS' hospitality space, takes guests on a journey of true sport, showing the highlights of athletic achievements with inspirational ASICS ambassadors. The experience, created by experiential agency, Imagination, will include a stunning tribute to the history of ASICS and document innovative and cutting-edge product developments and displays of athletic brilliance over the years and give a sneak preview of upcoming product innovations for the upcoming season. The unique Japanese styled space, linking to the heritage and brand's character, will provide a meeting point for athletes, coaches and VIP guests from the world of sport. The guests will have a chance to follow all sports activity from a centrally placed big TV screen, courtesy of Eurosport.

As the leading footwear brand in running, ASICS will be hosting two 'exclusive marathon experiences' for media and retailers during the men's and women's events on 5th and 12th August. Guests will have the ultimate viewing experience from the Mermaid Theatre, an ideal spot to watch the runners, run six times around the course.

The ASICS guests will also have the opportunity to watch some athletics and other sporting events and may have the chance to witness ASICS



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ambassadors make history. Most of ASICS sprint athletes will be wearing custom-made, ultra-light, pure carbon outer sole spikes, created by ASICS' Institute of Sport Science Kobe, Japan.

ASICS will be supporting four national delegations; Japan, Netherlands, Ireland and Romania as well as eight track & field federations. ASICS will be providing all athletes with performance enhancing apparel, such as 'Top Impact Line', a collection to help improve posture, aid recovery and stimulate inner muscles. In addition to the roster of high profile athletes and teams, ASICS will be providing premium apparel and footwear for six wrestling federations, four volleyball federations and one basketball federation.

Alistair Cameron, CEO of ASICS Europe B.V. comments: "This summer ASICS has the chance to celebrate sports with our business partners through our unique hospitality approach, to support our athletes and teams by providing the best possible products and to showcase the brand to a global audience.

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