

News Release

ASICS ATHLETE LOLO JONES SECURES HER SPOT TO LONDON

- With a Time of 12:86 in the 100 Meter Hurdles, Jones Continues on the Road to Redemption on her Quest for a Gold Medal-

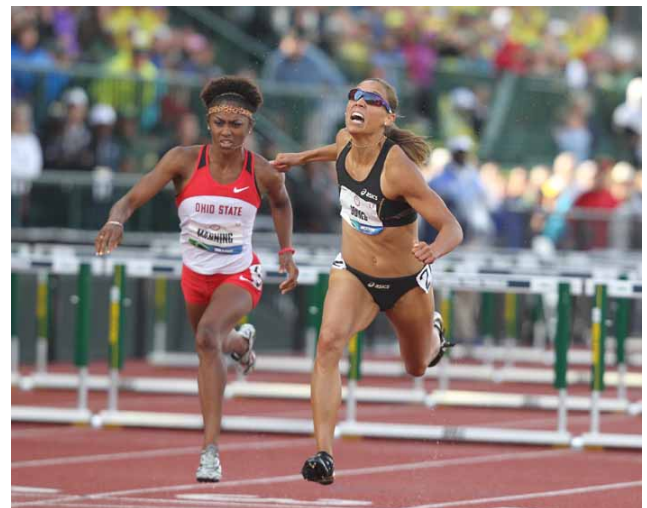
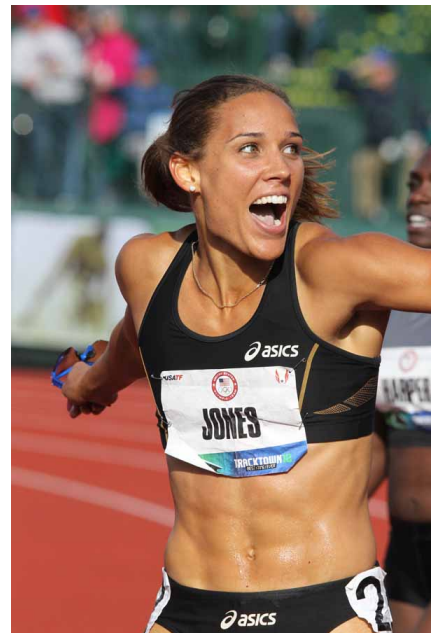
Eugene, Ore. – (June 23, 2012) – ASICS athlete and track & field standout, Lolo Jones, finished the women's 100-meter hurdles at the U.S. Track & Field Trials in third place with a time of 12:86, qualifying her for the 2012 Summer Olympic Games in London. After placing seventh in the women's 100-meter hurdles at the 2008 Beijing Summer Games, Lolo overcame spinal surgery and endured strenuous training to achieve her dream of competing for a second chance at a gold medal.

"STOP AT NEVER – It feels amazing," says Lolo shortly after the finals. "So many road blocks and people counting me out, but I just kept overcoming. I'm thrilled and honored to represent everybody out there fighting for a dream."

Lolo's microsurgery in August 2011 repaired a tethered spinal cord, which may have been the cause for clipping the ninth hurdle in Beijing in 2008. She has since been working with Red Bull's "Project X" to analyze her technique and optimize the way she gets over hurdles. Jones placed first in the 50-meter hurdles this past January at the 2012 U.S. Open of Track & Field and remained focused and determined to secure her spot on Team U.S.A. ASICS congratulates Lolo on her accomplishments in Eugene and wishes her luck in London.

"ASICS is proud to support Lolo in her training on the road to the 2012 Summer Games," says ASICS Vice President of Marketing Erik Forsell. "She is a valued member of our prestigious team who truly embodies the spirit of STOP AT NEVER. We look forward to cheering her on as she represents the United States this summer."

In addition to Lolo Jones, ASICS athletes still hoping to earn a place on Team U.S.A. for track & field include Russ Winger, Sharon Day, Kara Patterson, April Steiner-Bennett, Suzy Powell, Julie Culley, Liz Patterson, Heather Kampf and Sarah Hall.



News Release

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.

###

