

News Release

Kobe, Japan | June 20, 2012

ASICS Introduces Complete Line of Baseball Goods: Shoes, Gloves, Bats, and Apparel A New Lineup for the 2013 Season

ASICS Corporation (Headquarters: Kobe, Japan; President: Motoi OYAMA) announces the integration of all its baseball products under the ASICS brand name, starting with a new lineup of goods to be launched ahead of the 2013 season.

The move is the result of the end of ASICS's licensing agreement with Rawlings Sporting Goods Company, Inc. (Headquarters: St. Louis, Missouri, USA; President: Robert M. Parish). The contract, which began in 1976, will end on December 31, 2012.

ASICS's baseball business will target net sales of JPY10.0 billion, and the company hopes to achieve this mark by initially focusing on the domestic baseball market, then expanding sales.

Further, the new lineup of ASICS brand products will be released in stages, starting in November 2012. In addition to baseball shoes, a wide range of goods including gloves, bats, apparel, and protective gear will be introduced, particularly high-performance goods developed with knowledge cultivated at ASICS Institute of Sports Science. Under the slogan of *Newest, Fastest*, the new goods will actively convey a sense of newness and ASICS-like speed.

ASICS's involvement in the baseball business had been entirely under the Rawlings brand name, except for shoes. By integrating its baseball lineup under the ASICS brand to expand sales, the company will raise the brand value of the ASICS Group as a whole.

Please direct any questions regarding this release to:
ASICS Public Relations Team
TEL. 81-3-6419-1504 (Tokyo)

