

## News Release

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## ASICS GEL-NIMBUS 14 EARNS RUNNER'S **WORLD** "EDITOR'S CHOICE" AWARD

ASICS America Corporation is proud to announce that Runner's World magazine, the worldwide authority on running information, has awarded the ASICS GEL-Nimbus® 14 the "editor's choice" award in the Spring Shoe Guide (June 2012 issue) on newsstands June 23, 2012.

According to the Runner's World article, the GEL-Nimbus 14 "offers plenty of cushioning and no bulk, suitable for all but the lightest and fastest runners." Specifically, testers claimed "the shoe felt great from the start, as if I were walking on air." Another tester said, "I put it on, and the break-in process was over."

This is the sixth time the GEL-Nimbus has been recognized by Runner's World since 2005.

At a mere 11 ounces, over a half an ounce lighter than the previous version, the GEL-Nimbus 14 delivers incredible shock protection, but resists feeling clunky. Other key improvements include increased breathability, anew heel clutching system, for a secure fit, and a lower midsole height.

"The GEL-Nimbus has been a staple in the ASICS collection and it is an honor for this shoe to continue to be recognized by Runner's World, the leading authority when it comes to critiquing our product," says Jim Monahan, ASICS Vice President of Footwear.

The GEL-Nimbus 14 retails for \$140 and will be in stores June 1, 2012. For more information on the GEL-Nimbus 14, visit www.asics.com.







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.

