

NEWS RELEASE

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ASICS TO OPEN NEW HIGH-TECH FLAGSHIP STORE IN LONDON

ASICS will unveil a new state-of-the-art store featuring a cutting-edge running laboratory on Oxford Street this summer.

Sports performance brand, ASICS, is opening an innovative new store on one of the most popular streets in London during the summer of 2012, offering consumers the ultimate running experience.

The store, located at 527 Oxford Street will provide advanced technological services and professional advice for runners, a unique running club and an extensive collection of footwear and apparel set over 7,000sq ft (650m²) and three floors.

The brand's complete performance running collection will be on offer, alongside ASICS' sports performance categories which include rugby, tennis, cricket, hockey and netball. The store concept will incorporate top of the range facilities including a state-of-the-art Running Lab, where the highest level of biomechanical analysis systems are available for the first time in the UK to the general consumer.

The analyses will measure foot shape, leg alignment, body composition, muscle strength and aerobic fitness, and can be used to improve running ability. The ASICS FOOT ID, a high-tech shoe selection service that combines static and dynamic measurement developed by the ASICS Institute of Sport Science in Kobe, Japan, will be available to ensure customers are fitted with the correct shoes for their individual running style.

The ASICS Running Club will allow members to benefit from exclusive shower and changing room facilities, and is perfectly located close to Hyde Park.

The new Oxford Street store will be the second ASICS store in London and the fourth in Europe, next to Amsterdam and Stockholm which opens its doors at the end of May. It is the



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.

next step in ASICS' global strategy to widen its own retail outlets in order to strengthen the ASICS brand through direct interaction with the consumer.

Alistair Cameron, CEO of ASICS Europe B.V. said: "The opening of a second ASICS store in London during a summer where all eyes are on sporting success will reflect our position as the true sports performance brand. The store allows us to bring consumers unrivalled service, products and advice for consumers at a time where performance in sport is a key focus. Bringing cutting-edge technology and facilities from our Research Institute in Kobe directly in-store for consumers to experience will strengthen our unique customer loyalty and dedication to helping all levels of sports performers achieve their goals."

Fernando Pina Mulas, Head of Retail at ASICS Europe B.V. said: "After the great success of our first store on Argyll Street, W1, we feel confident that Oxford street is the right place to open our biggest European Flagship. The award winning retail concept ('best new retail concept of 2011' by MAPIC) will deliver a total and unique brand experience to our consumers. The environment and services will showcase all our running and sports performance products at their best."

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