

News Release

Kobe, Japan | February 23, 2012

Free Running Training Online Service *My ASICS* Launched in Japan

ASICS Corporation (Headquarters: Kobe, Japan; President: Motoi OYAMA) yesterday launched *My ASICS*, a free online service that offers a highly-effective training menu to meet the needs of individual runners' levels and running frequencies. The program is based upon scientific theory and is available for free on the ASICS company website.

My ASICS offers a highly effective running menu that can produce strong results even with little training. The training menu is based on sports science theory AT* and was developed to deliver more exact training results at the ASICS Institute of Sports Science based upon substantial research.

The user inputs details such as current training level, gender, age, and training frequency, and the system produces a calendar outlining goals and training details (distance, speed) for different periods, including the speed development period and the racing period. The program also offers features like logging and running data analysis so that users can objectively gauge their training progress and condition. By using these functions to prepare for races and events, the user can determine the best training program to help produce target times.

My ASICS will be launched as an iPhone application from the end of February.

*AT refers to the gradual range between aerobic exercise and anaerobic exercise. The body starts to store lactic acid when exercising beyond AT and is less able to continue exercising.

Online running training services have been in development in Europe for approximately 10 years. *My ASICS* has improved upon these efforts by adding sports science and research developed at the ASICS Institute of Sports Science, and was launched in Europe in February 2011. Over 130,000 runners have registered with and benefited from *My ASICS* over the past year.



News Release

< Registration >

Go to My ASICS page <http://my.asics.co.jp/> on the ASICS company website.

On the top page, input age, gender, and past race records/running distance. Input planned race date, time, and weekly training frequency and click 'Save plan.'

Name the completed plan.

Input your email address and set a password to complete.

< Major functions >

Customization

Ahead of the race, users develop customized training plans that suit their lifestyle and preferences, including training frequency and intensity.

Race time forecast

My ASICS shows how much time is needed to achieve users' goals after completion of training, based upon data collected by ASICS. Realistic goals can be established based upon runners' individual levels.

Mapping

Measures training course distance. Preferred courses can also be recorded.

Training analysis

Monthly running distances as well as times by course and training menu can be seen at a glance.

Logging

Compile a daily running diary. Include not only training details, but also daily physical condition and other items.

Mobile function

Data can be input using smartphones. Running data (distance and time) can be automatically forwarded using the iPhone GPS feature application.

My ASICS is a free service, but separate rates apply for smartphone and cellphone usage.



iPhone is a trademark of Apple Inc.



News Release

< Tokyo Marathon 2012 EXPO >

My ASICS will be promoted at the ASICS corporate booth at the Tokyo Marathon EXPO February 23 (Thursday) to 25 (Saturday).

- **Introducing *My ASICS***
An emcee, video, and leaflets will present *My ASICS* and describe its features.
- **Feedback from *My ASICS***
Participants can register their Tokyo Marathon 2012 target times and training periods (frequency). Registrants will be sent emails of support before the marathon, marathon results will be collected, and ASICS will send informational emails regarding past and future training (*My ASICS*).
- **Monitor campaign**
Monitors will be asked to register with *My ASICS* and use the menu features. One hundred winners will be chosen from respondents by lottery and will each receive a bottle pouch gift.

