

News Release

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ASICS' GEL-KAYANO 18 EARNS *RUNNER'S WORLD* "BEST UPDATE" AWARD

ASICS America Corporation is proud to announce that *Runner's World Magazine*, the worldwide authority on running information, has awarded the ASICS GEL-Kayano®18 the "Best Update" award in its 2012 Spring Shoe Guide (March issue) on newsstands January 31.

According to the *Runner's World* article, the GEL-Kayano 18 "is a titan. Over its 18 iterations, the shoe has consistently performed well for our wear-testers." Specifically, testers raved about "the fit—especially in the rearfoot, where a new external heel counter keeps a firm grip on your heel while wrapping your Achilles in cushy padding and soft fabric."

The GEL-Kayano franchise has been the industry's leading high-end performance running shoe offering the best technical advances, while consistently delivering a famous ride for several years. The 18th version has dropped its weight by a half an ounce and is available now for \$150.

"The GEL-Kayano has been recognized numerous times by *Runner's World*, the leading authority when it comes to critiquing our product, and we are truly honored by each and every award" says Jim Monahan, ASICS Vice President of Footwear.

Also featured in the issue is the GEL-Noosa Tri™ 7 and the GEL-Excel33™.

The GEL-Noosa Tri 7 is specifically designed for triathletes with features including an open mesh upper to enhance ventilation, perforated sockliners for drainage and speed laces for quick transitions. *Runner's World* calls out its wild colors and refers to



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it as a “performance machine. It’s lightweight yet supportive and provides enough cushioning to cover any distance.” The GEL-Noosa Tri 7 is available now for \$120.

The ASICS GEL-Excel33 is a new shoe in ASICS 33 Collection, which is designed around the concept that 33 joints in the foot allow it to move efficiently. It is a lightweight, more flexible collection that delivers maximum performance, and according to *Runner’s World*, “It’s rare that a shoe can provide this much cushioning and still be this flexible.” ASICS placed deep flex grooves in the outsole of the GEL-Excel33, so runners of all sizes can bend the forefoot with ease. The GEL-Excel33 is available now and retails for \$120.

