

News Release

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ASICS GT-2160 NAMED BEST SHOE IN THE WORLD

ASICS America Corporation is proud to announce that *Runner's World Magazine*, the worldwide authority on running information, has awarded the ASICS GT-2160™ the 2011 International "Editor's Choice" award.

Runner's World Magazine awards one distinguished shoe style each year the prestigious International "Editor's Choice" award. The publication noted that the GT-2160 has "rock-steady stability features, foot-hugging fit and plush cushioning" as the primary reasons for earning the award. The shoe was selected by a panel of International *Runner's World* editors from the 15 countries in which the magazine is published (Australia/New Zealand, Brazil, France, Germany, Italy, Mexico, The Netherlands/Belgium, Philippines, Poland, South Africa, Spain, Sweden, the United Kingdom and the United States).

"ASICS is honored to receive this coveted award by the worldwide authority in running," says Jim Monahan, V.P. of Footwear ASICS America Corporation. "The GT-2160 is the industry's most popular running shoe for a reason. It continues to meet and exceed the expectations of millions of runners worldwide."

The GT-2160 previously received the United States "Editor's Choice" award which was awarded in the December 2010 issue.

In addition to this honor, ASICS also received a "Best Buy" award for the GEL-1170, which will be featured in the Winter Shoe Guide (December 2011 issue) on newsstands November 8, 2011.

According to *Runner's World*, "this standout trainer delivers a terrific combination of value and comfort." The *Runner's World* Shoe lab test and wear testers said "it's a well-balanced shoe—sufficiently soft for heel- and midfoot-strikers but not mushy—and a great choice for long training runs and marathons."

