

## News Release

### **ASICS ATHLETE EDNA KIPLAGAT WINS WOMEN ' S TITLE IN THE 2010 ING NEW YORK CITY MARATHON**

Recently signed ASICS athlete Edna Kiplagat was the first woman to cross the finish line with a time of 2:28:20 in her debut appearance at the ING New York City Marathon. This is the first World Major Marathon win for the 31-year-old from Kenya. She also won the 2010 Los Angeles Marathon, only her second marathon ever, with a personal best time of 2:25:38.

In near perfect conditions with a slight breeze and temperatures in the mid-40s, the women's race started off slow. At the 20-mile mark, the trio of Kiplagat, Shalane Flanagan (USA) and Mary Keitany (Kenya) broke free from the pack. After mile 23, Kiplagat and Keitany bolted to the front and the real race was underway. Flanagan was four seconds behind Kiplagat and moved past Keitany into second-place with less than a mile to go. Kiplagat had the final stretch to the finish line in Central Park all to herself for her first Major Marathon win, with Flanagan finishing in second with a 2:28:40.

Despite recent successes, Kiplagat was considered a surprise winner. A long distance runner, she's relatively new to competitive marathon races. In 3000 meters, she won a silver medal at the 1996 World Junior Championships and a bronze medal at the 1998 World Junior Championships. In 2003, she won the Monument Avenue 10K, and in 2006, she finished 13th in the long race at the World Cross Country Championships. So far in 2010, she finished second at the Freihofer's Run for Women, third at the Beach to Beacon race in August and third at the Falmouth Road Race just two weeks later.

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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](http://www.asics.com).



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"We are proud and happy to have Kiplagat as part of the global marathon team along with elite athletes Deena Kastor and Ryan Hall," says Gary Slayton, V.P. of Marketing ASICS America Corporation. "ASICS congratulates Edna Kiplagat on her impressive win and looks forward to watching her talents continue to blossom and unfold."

The ING New York City Marathon is the premier event of New York Road Runners and one of the world's great road races.



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