

## News Release

### SHOPSMART NAMES ASICS' GEL-TECH WALKER NEO BEST WALKING SHOE

Irvine, Calif. (July 19, 2010) – In its September 2010 issue featuring a Buyer's Guide of top walking shoes, *ShopSmart* magazine named the ASICS GEL-Tech Walker Neo "Best Overall" walking shoe. The *Consumer Reports* backed magazine targeted to women shoppers in their 30s and 40s presents products that independent experts have found to be the best in testing and offers unbiased reviews.

The magazine tested 13 women's walking shoes including styles from ASICS, Nike, Saucony, New Balance, Champion, Rockport, Reebok and Skechers. Staff wear-testers considered cushioning, stability, fit, flexibility, breathability and weight. And a special contraption was used to flex each shoe repeatedly to test for durability.

The ASICS GEL-Tech Walker Neo was voted "Best Overall". According to *ShopSmart*: "Our top walking shoes had excellent fit, breathability, and stability. Plus we really liked their unusual off-center lacing, which allows the shoes to snugly wrap around your foot."

In addition, *ShopSmart* also tested 12 men's walking shoes and found the ASICS GEL-Tech Walker Neo the top pick for men.

The GEL-Tech Walker Neo features ASICS' exclusive Asymmetrical Lacing system, part of the evolution of the ASICS Biomorphic Fit technology, which creates a more anatomically correct lacing pattern. This fit configuration envelops the foot, allowing for a more open forefoot environment and more comfort. In addition to the lacing pattern, a stretch material is strategically placed on the upper to help reduce buckling and the potential for irritation.

I.G.S which enhances the foot's natural gait and efficiency, is another key feature of the GEL-Tech Walker Neo, as well as, 3M™ reflectivity for visibility in low light conditions, and other exclusive ASICS technologies to ensure the utmost support, stability, cushioning, shock absorption, fit and durability.

The GEL-Tech Walker Neo is currently available at participating U.S retail stores for \$100. To find a retailer, visit [www.asics.com](http://www.asics.com). To read the complete review, look for *ShopSmart* on newsstands through Sept. 13, 2010.



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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).

