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NEWS RELEASE

Contact: Heather Moening
ASICS Marketing Communications
(949) 727-7143
Public Relations

ONITSUKA TIGER COLLABORATES WITH tokidoki

Irvine, CA (March 3, 2008) – Onitsuka Tiger has joined forces with tokidoki, the Japanese-inspired lifestyle brand created by Simone Legno, on an exclusive footwear collaboration that will combine Japanese heritage, culture and art. The limited-edition collection will be available beginning June 1, 2008 at select retailers throughout the United States, as well as globally, and will likely become a collector's item for sneaker connoisseurs and tokidoki fans alike.

Onitsuka Tiger's partnership with tokidoki combines a strong history of creating outstanding athletic products with an artistic approach to Japanese pop culture. "Considering Onitsuka Tiger is a Japanese brand, this collaboration allows us to bring focus to and honor our heritage," says Akiko Amano-Clodt, Manager, Onitsuka Tiger and SportStyle.

Uniting the classic design aesthetics of Onitsuka Tiger sneakers with the renowned artwork of tokidoki's Simone Legno, the shoes will be covered almost entirely in exclusive tokidoki artwork including graphic hits in unexpected places like the lining and soles, which will be protected by a clear outsole. A highlight of the graphic treatment will be an exclusive embroidered tiger character, created by Legno specifically for Onitsuka Tiger, who will be retired at the conclusion of the collaboration. The tiger will be amidst an array of other traditional tokidoki Japanese-inspired characters featured on the shoes. Another unique feature will be differing outsole artwork from the left to right shoes in a pair. As an added gift, each pair will be accompanied by a coordinating plush toy tiger and a series of collectible characters designed by Simone Legno is also planned as part of the collaboration.

Two unisex styles and two women's styles in various colors will be available for a total of eight SKUs including both a low-top and mid-top silhouette. Unisex styles come in men's sizes 4-14 and women's styles come in women's sizes 5-12.

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The shoes will be constructed of suede and synthetic leather and feature a Velcro strap. The low-top styles have a thin Velcro strap at the top of the shoe, with the mid-top styles having a wider Velcro strap that will be placed in the middle of the shoe over the laces. The color palette includes vibrant pinks, yellows, orange, blues and black. The color ways black and pink in both low-top and mid-top styles with feature a fur lined heel collar. Available at 15 retailers in the United Sates beginning in June, the suggested manufacturer retail price is $120 for the low-tops and $130 for the mid-tops.

ONITSUKA TIGER

In 1949, Kihachiro Onitsuka established Onitsuka Tiger, the forerunner of ASICS. It began with a commitment to promoting youth health, and has gone on to play a part in most major Olympic Games. The famous Tiger stripes are synonymous with sporting triumph. The legend lives on today in the fusion of Japanese heritage and contemporary design. The spirit of Onitsuka Tiger is reflected in each collection of unique shoes, apparel and accessories. For more information please visit www.onitsukatiger.com

tokidoki

tokidoki started out as the personal website of Italian artist Simone Legno to display his art. In early 2003, the co-founder of Hard Candy Cosmetics, Pooneh Mohajer and her husband, Ivan Arnold, saw Simone's website and fell in love with it. By 2004, Simone moved to Los Angeles and tokidoki had transformed into a hot lifestyle brand. With the rapid growth of the company, tokidoki expanded in to vinyl toys, skateboards, jewelry, watches, knitwear, accessories and footwear and has partnered with brands such as LeSportSac, iSkin, Fornarina and Smashbox.
For more information about tokidoki, visit www.tokidoki.it

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