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Hoofddorp, January 22, 2008

SPONSORSHIP

ASICS partners with Eurosport in major 2008 Olympic Games deal

ASICS has signed a major deal with Eurosport to become a key presenting sponsor for the 2008 Olympic Games. The multimedia campaign will run from May to September 2008.

The new 30-second ASICS television commercial will be widely broadcast and will be supported by hundreds of sponsorship elements, in the form of 10-second custom-made billboards, which will be fully integrated with Eurosport's on-air Olympic Games look. The broadcast campaign will be reinforced by online advertising.

The partnership announcement comes as ASICS launches its first-ever global brand campaign, building on its existing slogan "sound mind, sound body". The core campaign message centres on creating a sound mind by developing a sound body - through sport.

Eurosport, the leading pan-European television channel, was chosen for its power to reach consumers across Europe, broadcasting to 112 million homes in 59 countries. This presents a decisive opportunity for ASICS to position itself as a truly inspiring brand and to raise its brand awareness.

The number of Eurosport viewers increases dramatically during the Olympic Games. A recent survey by the media analysts IFM concluded that Eurosport is >



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"the best quality channel to advertise to a young target group during the Olympic Games."

Koji Hieda, President of ASICS Europe B.V., commented: "We considered Eurosport to be the ideal partner because of their huge TV influence. Especially during the Games, Eurosport attracts a younger and more female viewer profile. We are looking forward to the official start of Beijing 2008."

Eurosport offers European fans 400 hours of coverage, 24/7, during the entire Olympic event, including 15 hours a day of LIVE more than any other sports or pan-European channel.

Extensive coverage of the Olympics, World and European championships, potential medal-winning athletes and dedicated programmes began in March 2007 as part of Eurosport's "Road to Beijing" strategy. Output will build sharply in the 6 week period leading up to the event when the ASICS campaign first airs.

Jacques Raynaud, Vice Chairman, Eurosport Group adds, "We are delighted to partner with ASICS for Beijing 2008 which promises to be one of the most-watched events in the history of the Olympic Games. In combining the strengths of internationally-renowned sportswear brand, ASICS, and Eurosport, Europe's leading sports multimedia platform, we form a powerful alliance to promote and leverage ASICS as a truly inspirational brand. This relationship is a true endorsement that Eurosport is the ideal partner and one-stop shop for major sporting events, particularly the Olympics."

www.asicseurope.com

ABOUT ASICS

Anima Sana In Corpore Sano - A Sound Mind in a Sound Body. Nearly 60 years ago, in 1949, Kihachiro Onitsuka founded the forerunner of ASICS, Onitsuka Ltd., introducing its first pair of shoes. Since then a lot has changed, except ASICS' commitment to offer the finest and most innovative sportswear products. Today, ASICS is represented on every continent. In constant dialogue with professional and amateur athletes, ASICS translates technology into sophisticated and functional products for a large number of sports.