

Summary of the Report for the Fiscal Third Quarter Ended December 31, 2010

February 2, 2011

Name of the Company: ASICS Corporation Listing Exchanges: Tokyo, Osaka
 Code No.: 7936 Head Office: Hyogo Prefecture
 (URL <http://www.asics.co.jp/>)
 President and Representative Director: Motoi Oyama
 Date of filing Securities Report by quarter: February 14, 2011
 Quarterly Results Supplemental Materials: None
 Quarterly Results Presentation Meeting : None

(Amounts less than one million yen are truncated.)

1. Consolidated results for the third quarter ended December 31, 2010 (April 1, 2010 – December 31, 2010)

(1) Consolidated business results

(The percentages indicate the rates of increase or decrease compared with the preceding fiscal year.)

	Net sales		Operating income		Ordinary income		Net income	
	MY	%	MY	%	MY	%	MY	%
3rd quarter ended December 2010	175,909	7.1	18,853	39.3	16,329	22.4	8,965	59.3
3rd quarter ended December 2009	164,272	(11.0)	13,532	(27.6)	13,339	(17.8)	5,628	(42.1)

	Net income per share	Diluted net income per share
	Yen	Yen
3rd quarter ended December 2010	47.28	–
3rd quarter ended December 2009	29.68	–

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	MY	MY	%	Yen
As of December 2010	201,277	110,726	50.2	532.36
As of March 2010	184,774	109,663	53.9	525.58

(Reference) Shareholders' equity: December 2010: ¥100,941 million March 2010: ¥99,666 million

2. Dividends

(Record date)	Cash dividend per share				
	End of 1st quarter	End of 1st half	End of 3rd quarter	End of year	Annual
	Yen	Yen	Yen	Yen	Yen
FY ended March 2010	–	–	–	10.00	10.00
FY ended March 2011	–	–	–	–	–
FY ending March 2011 (Projected)	–	–	–	10.00	10.00

(Reference) Changes in projected dividends: None

3. Forecast for consolidated business results for the year ending March 31, 2011 (April 1, 2010 – March 31, 2011)

(The full-year percentages indicate the rates of increase or decrease compared with the preceding fiscal year.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	MY	%	MY	%	MY	%	MY	%	Yen
Full-year	237,000	5.6	21,500	22.3	19,000	4.2	10,500	26.1	55.37

(Reference) Changes in forecast for consolidated business results: Yes

4. Others

(1) Changes in significant subsidiaries during the fiscal year (changes in specified subsidiaries that caused changes in the scope of consolidation): None

(2) Adopting accounting treatment simplified or specialized for quarterly consolidation: Yes

(3) Changes in accounting principles and procedures, presentation methods, and others underlying the preparation of quarterly consolidated financial statements (changes that need to be described in Changes in Significant Items that Form the Basis of Preparing quarterly Consolidated Financial Statements)

① Changes to conform to revisions in accounting standards and others: Adopted: Yes

② Changes adopted otherwise than in ①: None

(4) Number of shares (of common stock) issued and outstanding

① Number of shares outstanding (including treasury stocks) at fiscal end:

December 2010	199,962,991shares	March 2010	199,962,991shares
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② Number of treasury stocks at fiscal end:

December 2010	10,351,565shares	March 2010	10,331,996 shares
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③ Average number of shares during the term:

3rd quarter ended December 2010	189,624,377shares	3rd quarter ended December 2009	189,653,406 shares
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* Implementation status of quarterly review procedures

This quarterly financial results report is not subject to quarterly review procedures by independent auditors under Japan's Financial Instruments and Exchange Law. At the time of release of this report, such quarterly review procedures under the Financial Instruments and Exchange Law have not been completed.

* Explanation of appropriate use of business performance forecasts

The performance forecasts above are estimated based on information available as of the date hereof. This may cause actual results to differ from stated projections due to changing business conditions or other factors.

• Qualitative information for consolidated business results

In the third quarter of fiscal 2011 (cumulative from April 1, 2010 to December 31, 2010), the global economy recovered at a moderate pace despite the continuation of difficult conditions amid persistently high unemployment rates. Although the Japanese economy picked up steadily owing to a recovery in corporate earnings and a pickup in capital investment, difficult conditions continued due to the effect of deflation, the strengthening yen and other factors.

In the sporting goods industry, interest in sports remained at a high level owing to rising health consciousness, but business conditions remained challenging.

Under these conditions, the ASICS Group took actions on a global scale to continue reinforcing and expanding its core running business. This included steps to raise the visibility of the corporate image and reinforce the ASICS brand by supporting the ING New York City Marathon as an official sponsor and Singapore Marathon as an official apparel sponsor and supplying the Japanese team with sportswear and shoes at the XVI Asian Games 2010 held in China.

On the sales front, the ASICS Group strengthened its sales network such as by opening ASICS Store Amsterdam as a flagship store in Europe.

In the third quarter of fiscal 2011, consolidated net sales increased 7.1% to ¥175,909 million. Domestic net sales declined 6.0% to ¥60,440 million mainly due to the weak sales of sportstyle shoes and athletic wear. Overseas sales increased 15.5% to ¥115,468 million, thanks to strong sales of running shoes in Europe, the Americas and Australia. Mainly due to the higher sales and improvements of the cost of sales ratio overseas, operating income rose 39.3% year on year to ¥18,853 million. Although exchange loss was accrued, ordinary income increased 22.4% to ¥16,329 million, and net income for the third quarter rose 59.3% to ¥8,965 million due to accrual of the prior-year income taxes in the third quarter of the preceding fiscal year.

• Qualitative information for forecast for consolidated business results

With regard to the full year forecasts of consolidated business results, there are no amendment to that of net sales; however, ASICS amends the previously announced forecasts of operating income, ordinary income and net income upwards mainly reflecting the improved cost ratio in overseas.

For the full year (April 1, 2010 - March 31, 2011)

(Amount: million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	237,000	20,500	18,000	10,000	52.73yen
New forecast (B)	237,000	21,500	19,000	10,500	55.37yen
Amount changed (B-A)	-	1,000	1,000	500	-
Percentage of change (%)	-	4.9	5.6	5.0	-

SEGMENT INFORMATION

ASICS Corporation and Consolidated Subsidiaries
For the Fiscal Third Quarter Ended December 31, 2010 and 2009
From April 1 to December 31, 2010 and 2009

	Millions of yen							
2010	Japan area	America area	Europe area	Asia Pacific area	Other business	Total	Adjustments	Consolidated
Net sales:								
Sales to customers	¥63,780	¥46,046	¥46,307	¥17,219	¥2,555	¥175,909	¥ -	¥175,909
Intersegment	9,556	0	-	644	-	10,201	(10,201)	-
Total sales	73,337	46,046	46,307	17,864	2,555	186,110	(10,201)	175,909
Segment operating income	¥2,245	¥4,171	¥9,584	¥2,945	¥162	¥19,110	¥(256)	¥18,853

Note: Other business is development, marketing and sales of outdoor equipment and clothes of HAGLÖFS.

	Millions of yen							
2009	Japan	America	Europe	Other areas	Total	Eliminations/ corporate	Consolidated	
Net sales:								
Sales to customers	¥66,806	¥39,617	¥44,399	¥13,448	¥164,272	¥ -	¥164,272	
Intersegment	7,253	3	0	643	7,901	(7,901)	-	
Total sales	74,060	39,620	44,400	14,092	172,173	(7,901)	164,272	
Operating income	¥2,242	¥2,249	¥7,488	¥1,332	¥13,312	¥220	¥13,532	

Foreign Currency Exchange Rates

	USD	EUR	AUD	KRW	SEK
3rd quarter ended December 31, 2010	¥89.32	¥118.16	¥80.15	¥0.0765	¥11.80
3rd quarter ended December 31, 2009	94.53	129.65	71.16	0.0726	-
Increase or (Decrease)	¥(5.21)	¥(11.49)	¥8.99	¥0.0039	-
Ratio (%)	(5.5)	(8.9)	+12.6	+5.4	-

Note: Statements of income for foreign subsidiaries have been translated by above the rates.

Net Sales, Segment Operating Income Ratio

		Japan	America	Europe	Asia Pacific	Other business
Net Sales	(Currency Neutral)	-	+23.0	+14.4	-	-
Vs Previous year (%)	(Yen)	(1.0)	+16.2	+4.3	+26.8	-
Segment Operating Income	(Currency Neutral)	-	+96.3	+40.4	-	-
Vs Previous year (%)	(Yen)	+0.2	+85.4	+28.0	+121.1	-
Segment Operating Income Ratio (%)		3.1	9.1	20.7	16.5	6.3