

August 20, 2010

Name of the Company: ASICS Corporation

President and Representative Director: Motoi Oyama

Code No.: 7936 Listing Exchanges: Tokyo, Osaka

**Notification of the acquisition of the shares by the subsidiary of ASICS Corporation
to become its subsidiary**

ASICS Corporation (hereinafter referred to as “ASICS”) is pleased to announce that its subsidiary, ASICS America Corporation will acquire 100% of the shares in Agence Québec Plus Ltée which is a Canadian distributor headquartered in Sherbrooke, Canada (hereinafter referred to as “AQP”) following the resolution by the board of directors of ASICS held today.

1. Reasons for the Share Acquisition

Under the mid-term business plan called ASICS Challenge Plan 2010 (“ACP”), we are currently focused on strengthening sales by expanding direct sales areas sequentially as well as exploiting opportunities of M&A including the alliance with other companies to boost or supplement the existing businesses for further growth and expansion of our business on a global basis.

AQP is a distributor established in Canada since 1979 and has continued sales of ASICS brands products in the Canadian market as a distributor of ASICS America Corporation. By acquiring all of the issued and outstanding shares of AQP at this time, ASICS America Corporation will acquire the control of AQP and is aiming at expanding and strengthening the sales of ASICS brand products in the North American market.

2. Outline of the Subsidiary to be acquired

(1)	Corporate Name	Agence Québec Plus Ltée (“Target”)
(2)	Address	101 Abenakis, suite 201 Sherbrooke, QC, Canada
(3)	Representative	Denis Custeau (President and CEO)
(4)	Business	Sales and distribution of sporting goods
(5)	Capital	CND 2,675,000-
(6)	Year Established	1979
(7)	Shareholder and Shareholding Ratio	Groupe Custeau Limité 100%
(8)	Relationships between ASICS and the Target	There is no capital, personal and transactional relationships, which shall be disclosed between ASICS and the Target. There is an exclusive distribution agreement between ASICS America Corporation and the Target in connection with the sales of sporting goods.

(9) The Target's Consolidated Financial Results and Financial Condition of the Last 3 years (Unit: Thousand CND)			
Fiscal Year	FY ended 11/2007	FY ended 11/2008	FY ended 11/2009
Consolidated Net Assets	15,863	11,546	11,975
Consolidated Total Assets	19,421	15,701	16,002
Consolidated Sales	41,917	40,383	48,182
Consolidated Net Income	9,177	9,683	9,560
Consolidated EPS	2.15	2.27	2.24

3. Outline of the Seller

(1)	Company Name	Groupe Custeau Limité ("Seller")
(2)	Address	101 Abenakis, suite 201 Sherbrooke, QC, Canada
(3)	Representative	Charles Custeau (President)
(4)	Business	Private equity company
(5)	Year Established	1997
(6)	Investors, Investment Ratio	Gestion Charles Custeau Inc. 50% Gestion Philippe Custeau Inc. 50%
(7)	Relationships between ASICS and the Seller	There is no capital, personal and transactional relationships, which shall be disclosed between ASICS and the Seller, nor any notable capital, personal and transactional relationships between our related parties/affiliates and the Seller's related parties/affiliates.

4. Number of Shares to be Purchased and the Shareholding after the Acquisition

(1)	ASICS America Corporation's Shareholding before the Acquisition	0 share (Shareholding Ratio: 0%)
(2)	Number of Shares to be Purchased	4,264,000 voting shares
(3)	ASICS America Corporation's Shareholding after the acquisition	4,264,000 voting shares (Shareholding Ratio: 100%)

5. Timeline

(1)	Resolution by the Board of Directors	August 20, 2010
(2)	Execution of the Share Purchase Agreement	August 31, 2010
(3)	Share Purchase	August 31, 2010 (Schedule)

6. Future Outlook

The impact of this share acquisition on our consolidated financial results for the fiscal year ending March 31, 2011 will be minor.

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