

May 20, 2009

Name of the Company: ASICS Corporation
President and Representative Director: Motoi Oyama
Code No.: 7936 Listing Exchanges: Tokyo, Osaka

Notice of Personnel Change of Representative Director

At a meeting held on May 20, 2009, the Board of Directors of ASICS Corporation resolved on the following personnel change of Representative Director.

1. Reason for personnel change

Retirement due to expiration of term of office

2. Details of personnel change () indicates former position

Counselor Ryoji Tamesada (Senior Managing Director and Representative Director)

3. Date of personnel change

June 19, 2009 (Scheduled holding date of 55th shareholders meeting)