

## NEWS RELEASE

Kobe, Japan, 19 Aug, 2015

### ASICS cheers on Elite Track & Field Athletes: "IT'S A BIG WORLD, GO RUN IT" in Beijing.

ASICS Corporation (Headquarters: Kobe, Japan; President: Motoi OYAMA) today announces the athletes and federations supported by ASICS who will compete at the 2015 IAAF World Championships in Beijing, China, on August 22-30, 2015.

ASICS will welcome all athletes and invited guests to its Hospitality Center in Beijing, located at: **Zoomart Gallery, No.330, Caochangdi Art Village, Chaoyang District, Beijing, 100015.**



### ASICS LOUNGE BEIJING 2015

For athletes, ASICS will provide a comfortable and inviting atmosphere to enjoy before and after their competition. Additionally, ASICS will welcome media and other guests to its lounge to experience the ASICS spirit.

Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body", is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).



ASICS is committed to the continuous improvement of its products and services. By providing sporting goods created using the knowledge cultivated at the ASICS Institute of Sport Science, ASICS' goal is to help athletes continuously improve their performance and reach their full potential.

ASICS Institute of Sport Science (ISS) is the beating heart of ASICS – everything the company does begin and ends here. It is where the countless pieces of data from amateur and professional athletes build up over 60 years are curated and analyzed to inform and rationalize product development. ASICS ISS is at the forefront of sporting and athletic research including how the company's footwear and apparel can help athletes achieve their goals through a scientifically grounded approach to training and racing.

Visitors to the lounge will be able to immerse themselves in ASICS' history of supporting top athletes and also view ASICS' newest footwear and apparel.

### **Federations supported by ASICS' athletic apparel:**

ASICS will provide athletic apparel for the track and field federations of six countries participating in the 2015 IAAF World Championships in Beijing. The IAAF World Championships are the grandest world stage of track and field, and ASICS has minimized the colors used in the apparel to just one or two hues in order to heighten each athlete's visibility and amplify his/her presence. With simplified motifs, the apparel fabric is optimally designed for improved performance so that each athlete can compete at his/her best.

### ● **Key apparel**

#### **Racing shirts and tights**

ASICS has provided competition racing shirts and tights that offer excellent fit, primarily for short-distance, throwing, and jumping events.

Shirts are made of stretch fabrics that move well around the arms yet offer optimal support.

Tights feature a more constricting stretch fabric for even better fit.

#### **Running shirts and pants**

Shirts are quick-drying to absorb sweat and use multi-filament thread. They feature soft pliability around the arms. The sides were designed with breathability and ease of motion in mind and are made of stretchable mesh.

Thermal compression bonds are used in the collar, side and pant tail; these parts have no seams. This feature reduces friction and chafing.

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<Federations contracted with ASICS>

France	
Japan	
Italy	
Finland	
Korea	
Netherlands	

Image: Running shirts and pants

**ASICS shoes offered to competing athletes**

ASICS will provide shoes to athletes from around the world competing in the 2015 IAAF World Championships. ASICS has worked with athletes to make modifications based on their current shoe, with course conditions, local weather, and body type in mind. One such shoe is described below. ASICS will also provide spikes for middle- and long-distance runners, javelin throwers, and high jumpers.

● **About Sprint Spike Shoes**

<SONICSPRINT Spikes>



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The upper is lightweight and features good hold. It is made of mesh and heated Resin film to reduce stitching to minimize irritation.

The sprint plate is made of an ASICS super light composite plate that allows for the perfect amount of rigidity to create power. The removable 6-pin spike configuration is positioned for the specific needs of sprinters at start, drive and finish.

● **About the design:**

The base color is Flash Yellow with ASICS stripes in Blue. Yellow represents *Dynamism of life* and *High concentration*. ASICS used this color combination for spikes and shoes in hopes that all ASICS athletes will perform at their best at the World Championships.

ASICS is excited to support these athletes and expects they will perform their best in their respective events.

< **Leading ASICS sponsored athletes**> as of Aug 14th, 2015

**Japan:**

Chisato Fukushima is the national record holder in the women's 100m and 200m.

Yuki Ebihara is the national record holder in the women's javelin throw

Yuzo Kanemaru won the men's 400 meters 11th consecutive Japan National Championship

**USA:**

Alysa Montaño will be competing in the women's 800m, a distance that she has been very dominant in. Montaño is coming off a strong start to the year, winning the 600m at the USATF Indoor Championships in March and winning the 800m at the 2015 USATF Outdoor Championships in June. She now holds six USA National Titles, tying the record for the most wins in the event. Montaño will compete on August 25.

Kara Winger, a two-time Olympian, will be competing in the women's javelin throw. Winger, the current American record holder for her throw of 66.67m, has thrown over 60 meters on multiple occasions which contributed to her being a USA National Champion four years in a row. Winger finished 7<sup>th</sup> overall at the 2<sup>nd</sup> IAAF Continental Cup in September 2014. Most recently, Winger threw her second best javelin mark, throwing for 66.47m in May 2015 at the Longhorn Invitational in Austin, Texas. She will compete on August 28.

Sean Furey, a 2012 Olympian and 2010 U.S. National Champion javelin thrower, will participate in the men's javelin throw. Furey is coming off a career best mark at the 2015 USA Outdoor Championships, having thrown the javelin 83.08m. As a result, Furey claimed the javelin title, his third American championship in the last six years. He will compete on August 24.

Russ Winger, currently the best double-event thrower in the U.S., will be competing in the discus throw. Winger, who recently qualified for his first World Team, has consistently been ranked among the top 20 athletes in the world in both the shot put and discus and ranked among the top 5 in the U.S. Winger is

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hoping to build off his momentum at the Pan American Games in July, where he received his first international medal, winning bronze for his discus throw of 62.64m. He will compete on August 27.

Sharon Day-Monroe will be coming into the World Championships after competing in the Heptathlon at the London Olympics. Day-Monroe has continued her success, winning both the USA Indoor and Outdoor Championships in 2014. This year, she was the USATF Outdoor heptathlon runner-up. Day-Monroe will compete on August 22 and 23.

### Europe:

Christophe Lemaitre is the current 100m European Champion and French 100m and 200m record holder with respective times of 9:92 and 19:80. He had won silver medal on the 4x100m relay and bronze medal on 200m at the 2011 IAAF World Championships in Daegu, Korea.

Simona La Mantia is the 2011 European Indoor Champion in Triple Jump.

Antti Ruuskanen is competing in Javelin. He won the bronze medal at the 2012 London Olympic Games

### Australia

2009 Discus Gold medalist Dani Samuels comes into the World Championships following a stellar season in 2015 Dani's lead up form has been great and is certain to be a medal contender in Beijing.

2013 World Championships Women's javelin silver medalist Kim Mickle will be chasing Gold in Beijing. Kim has been a consistent performer in the Diamond league in 2015 and will be one of the favorites for Gold

### <Athletes supported by ASICS: footwear \*> \*as of Aug 14th, 2015

#### Japan:

Yuzo Kanemaru	M's 400m	Chisato Fukushima	W's 100m
Kazuma Oseto	M's 4x100m Relay	Azusa Sumi	W's 5000m
Takamasa Kitagawa	M's 4x400m Relay	Rei Ohara	W's 10000m
Kenta Murayama	M's 10000m	Risa Shigetomo	W's Marathon
Masakazu Fujiwara	M's Marathon	Kumiko Okada	W's 20K Race Walk
Eiki Takahashi	M's 20K Race Walk	Yuki Ebihara	W's Javelin Throw
Isamu Fujisawa	M's 20K Race Walk	Yuki Ebihara	W's Javelin Throw
Yuta Konishi	M's 400m H		
Naoto Tobe	M's HJ		
Takashi Eto	M's HJ		
Yuji Hiramatsu	M's HJ		

#### Korea:

Kim Hyun-sub	M's 20km Race Walk	KimSung-eun	W's Marathon
Choe Byung-kwang	M's 20km Race Walk	Yeum Go Eun	W's Marathon
Park Chil-sung	M's 50km Race Walk		

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**Chinese Taipei:**

Chin-Ping Ho	M's Marathon
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**Singapore:**

Veronica Shanti Pereira	W's 200m
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**Australia:**

Brandon Starc	M's High Jump	Melissa Breen	W's 100m
James Nippres	M's 3000m Steeplechase	Dani Samuels	W's Discus Throw
Kelsey-Lee Roberts	W's Javelin Throw	Kim Mickle	W's Javelin Throw

**New Zealand:**

Stuart Farquhar	M's Javelin Throw
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**USA:**

Sean Furey	M's Javelin Throw	Sharon Day-Monroe	W's Heptathlon
Russ Winger	M's Discus Throw	Alysia Montano	W's 800m
		Kara Winger	W's Javelin Throw

**Brazil:**

Solonei Silva	M's Marathon	Michelle Chagas	W's Marathon
José Carlos Moreira	M's 4x100m Relay	Geisa Arcanjo	W's Shot put
Bruno Lins	M's 4x100m Relay	Andressa Morais	W's Discus Throw
Pedro Luiz Burman	M's 4x400m Relay		
Anderson Henriques	M's 4x400m Relay		

**Canada:**

Charles Philibert-Thiboutot	M's 1500m	Jessica O'Connell	W's 5000m
EVAN DUNFEE	M's 20K Race Walk	Lanni Marchant	W's 10000m
INAKI GOMEZ	M's 20K Race Walk	Natasha Wodak	W's 10000m

**Austria:**

Jennifer Wenth	W's 5000m
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**Finland:**

Tero Pitkamaki	M's Javelin Throw
Antti Ruuskanen	M's Javelin Throw
Jarkko Kinnunen	M's 50K Race Walk
Aleksi Ojala	M's 50K Race Walk
Veli - Matti Partanen	M's 50K Race Walk

**France:**

Christophe Lemaitre	M's 200m	Floria Guei	W's 400m
Raihau Maiou	M's LJ		
Thomas Jordier	M's 400m		

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**Italy:**

Teodorico Caporaso	M's 50K Race Walk	Eleonora Giorgio	W's 20K Race Walk
Matteo Giupponi	M's 50K Race Walk	Simona La Mantia	W's TJ
Giorgio Rubino	M's 20K Race Walk	Elisa Rigauda	W's 20K Race Walk
Jacques Riparelli	M's 100m	Irene Siragusa	W's 4x100m Relay
Federico Tontodonati	M's 20K Race Walk		

**Netherlands:**

Pieter Braun	M's Decathlon	Anouk Vetter	W's Heptathlon
		Jamile Samuel	W's 100m
			W's 200m
		Femke Pluim	W's PV

**Spain:**

Alessandra Aguilar	W's Marathon
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**Sweden:**

David Nilsson	M's Marathon
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