

## News Release

KOBE, JAPAN| February 1<sup>st</sup> 2016

### **AUSTRALIAN OPEN SEMI FINALIST JOHANNA KONTA SIGNS NEW SPONSORSHIP DEAL WITH ASICS**

ASICS has today announced that Britain's Number 1 ranked female tennis player, Johanna Konta, has re-signed her footwear and apparel sponsorship deal with the true sport performance brand.

24 year old Konta is the first British woman to reach a Grand Slam semi-final in 33 years and on the back of her brilliant performance will be ranked inside the top 30 women in the world. The British number one has been with the brand for the last two years during which her performance has risen considerably.

2015 was a breakthrough season for Konta, as she reached a career high world ranking of 47 and made the 4<sup>th</sup> Round of the US Open Tennis Championships. She has continued her remarkable form at the first Grand Slam of the year with wins over Venus Williams and Ekaterina Makarova on her way to the semi-finals.

**Commenting on the partnership, Johanna Konta said,** "I am extremely excited to re-sign with ASICS as I look to continue to develop in 2016. Last year I kept working hard on my tennis which gave me some great opportunities and experience. That combined with a good off-season and a positive start to the season in Australia has me excited for what 2016 holds. The support and knowledge of ASICS will further help me to realise my dreams and I'm excited to continue to represent the brand".



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Having worked with Johanna Konta for two seasons ASICS will continue to bring its performance technology to the partnership, providing Konta with the latest technical footwear and apparel across a variety of surfaces. Konta will also be seen in the ASICS training range and wear the lifestyle collection, ASICS Tiger and Onitsuka Tiger, off court.

**Alistair Cameron, Executive Officer of ASICS Corporation, commented** "It's been an incredible start to the year for Johanna and we're very proud to continue to support her on this journey by providing the latest technical footwear and apparel. As the number one tennis brand in Europe it's important that we continue to work with players of Johanna's considerable talents in order to further build the ASICS tennis brand. Congratulations on her performance in Australia and we look forward to an exciting 2016 for both Johanna and ASICS tennis."

**-ENDS-**

### Note to editor:

Konta is part of a high quality ASICS tennis roster, representing the brand alongside Grand Slam winner Samantha Stosur (Australia), four-time ATP Tournament winner Gaël Monfils (France), Philip Kolschreiber (Germany), Vasek Pospisil (Canada), Coco Vandeweghe (USA), David Goffin (Belgium), Julia Goerges (Germany), Steve Johnson (USA), Daria Gavrilova (Australia) and former Wimbledon Doubles Champion Jonny Marray (UK).

