

News Release

ASICS LAUNCHES PERFORMANCE FOOTWEAR GEL-QUANTUM 360™ CM, INTRODUCING GROUNDBREAKING CHAMELEON COLOR-SHIFTING MESH DESIGN

Kobe, Japan (June 2, 2016) – [ASICS Corporation](http://www.asics.com) has announced the release of the GEL-QUANTUM 360™ CM, the newest model in the GEL-QUANTUM 360™ series, with a groundbreaking Chameleoid Mesh. Like the original GEL-QUANTUM 360™, the new high performance shoe provides athletes with 360 degrees of ASICS' award-winning GEL Cushioning, giving athletes superior shock attenuation and durability.



The GEL-QUANTUM 360™ CM follows the release of the inaugural GEL-QUANTUM 360™ in July 2015 that was expertly engineered for over three years at the ASICS Institute of Sport Science in Kobe, Japan.

"For this season we will introduce a new type of upper mesh material on our premium cushioning shoes: Chameleoid Mesh." said Gerard Klein, ASICS Global Footwear Product & Merchandising Division Senior

General Manager. "This material has great functional benefits like breathability and different stretch properties, and the consumers will be especially surprised of the different color effects it will create from different angles. A great comfortable fit combined with outstanding appearance. "

The shoe's high-performance ASICS GEL Cushioning System reduces shock along the entire foot and allows for more natural movement throughout the gait cycle, while the full-length TRUSSTIC SYSTEM technology provides extra structural stability. GEL-QUANTUM 360™ CM's features superior cushioning while maintaining stability, providing athletes more performance support during any workout.

The GEL-QUANTUM 360™ CM is available in five new Chameleoid Mesh color ways for men and for women. Color combinations include "Flash Coral/Black/Silver" and "Aquarium/White/Flash Coral" for women and "Island Blue/White/Hot Orange" and "Midgrey/White/Green Gecko" for men. The shoe will be sold nationwide beginning June 1 at select specialty and sporting goods stores and online at www.asics.com.

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More about GEL-QUANTUM 360™ CM

Measurements:

- Heel height/Forefront height: 22MM/12MM (men's); 21MM/11MM (women's)

Features:

- Chameleoid Mesh Upper
- Rearfoot and Forefoot GEL Cushioning Systems
- Seamless Construction
- TRUSSTIC SYSTEM
- Solyte Midsole Material
- ComforDry™ ORTHOLITE X-40 Sockliner
- ORTHOLITE Lasting

Product Video: <https://youtu.be/h9FexV72isg>

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About ASICS

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 performance athletic footwear, apparel and accessories. For more information, visit www.asics.com.

