

# News Release

Sydney, Australia | 1 October 2013

## **ASICS partners with Australian Rugby Union from 2014**

**Australian Rugby Union today announced true sports performance brand ASICS as an Official Partner of the Qantas Wallabies and sponsor of Australian Rugby from 2014.**

Australian Rugby Union Chief Executive Officer, Bill Pulver said the partnership with ASICS is a great vote of confidence in Australian Rugby and will be a terrific opportunity to access world-leading high performance apparel and footwear.

“The Qantas Wallabies are an iconic national team and we’re absolutely delighted to be working with ASICS to help us continue the proud traditions of our game and help our performance reach new heights,” said Mr Pulver.

“We’re particularly pleased that our other national teams, including the Qantas men’s and women’s Sevens, will also be part of this deal.”

The new deal extends ASICS’ existing partnership with Australian Rugby as the Official Footwear supplier of the Qantas Wallabies and Australian Rugby teams in 2013.

Under the new partnership, all Australian Rugby teams, including the Qantas Wallabies and the Qantas men’s and women’s Sevens, will wear ASICS apparel and footwear, with the ASICS logo appearing on jerseys.

Managing Director of ASICS Oceania, Allan Russell said ASICS is proud to be working with Australian Rugby.

“Rugby is a proudly celebrated sport in Australia and ASICS is pleased to have established a major partnership with Australian Rugby Union, an organisation with a rich sporting heritage,” said Mr Russell.

“This joint venture will enable ASICS to showcase our leadership in the innovation and design of sporting footwear and apparel, to enhance team performance.

ASICS not only applauds elite success but also believes in applauding participation in sport at all levels, so we’re looking forward to supporting all of the ARU’s programs, from the grass roots through to the Qantas Wallabies.”

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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).



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In addition to its partnership with Australian Rugby, ASICS has a number of Rugby ambassadors, including Qantas Wallabies James Horwill, Israel Folau and Stephen Moore.

Australian Rugby fans will see the ASICS logo on Australian Rugby jerseys for the first time in January next year, when the Qantas Men's Sevens competes in Las Vegas as part of the HSBC Sevens World Series.

The new range of ASICS replica Qantas Wallabies apparel will be available in retail stores from May 2014.

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Allan Russell, Managing Director, ASICS Oceania (right), with John Nicholl, General Manager Commercial & Marketing, Australian Rugby Union.

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