

News Release

Kobe, Japan | August 23, 2013

First Store Opening in Kyushu Running Goods Store **ASICS STORE FUKUOKA** Opens

ASICS Corporation announces the opening of **ASICS STORE FUKUOKA** in Tenjin, Chuo Ward, Fukuoka, on August 24. The store offers an array of ASICS running goods.

The new store is two-storied and has approximately 360m² of retail floor space. Annual sales of approximately JPY105 million are projected.

ASICS STORE FUKUOKA will be the company's sixth domestic flagship shop, in addition to locations in Tokyo's Ginza and Harajuku districts, Kobe, Osaka, and Hiroshima. The Fukuoka outlet will be the company's first in Japan's Kyushu region.

ASICS STORE FUKUOKA is located in the Tenjin area of Fukuoka, the biggest commercial hub of Kyushu, and, like other ASICS Stores, offers a wide range of running goods for all levels of runners, from beginner to competitive. *ASICS Foot ID* will be introduced to precisely measure customers' feet using three-dimensional imaging and to analyze running gaits. The store provides the service by using this data to suggest shoes appropriate to the runner's feet and running style. Showers and locker room facilities are available within the shop for members, and running events will be held periodically for customer participation.

The store is located near running areas popular with local runners, like Ohori Park and Hakata Port. A wide range of running events are held in the city, from international elite marathons to local marathons, and ASICS hopes to raise its brand image and expand sales in the region by situating the store in an area in which the running boom is expected to grow more and more.

ASICS STORE FUKUOKA

Store name	ASICS STORE FUKUOKA
Address	〒810-0001 Fukuoka, Chuo-ku, Tenjin 2-3-13 USHIO Building, 1&2 Floors
Telephone number	092-724-5707
Product lines	ASICS running footwear, apparels, bags, and accessories
Store hours	11:00 ~ 20:00
Employees	Six or more full-time
Store area	Approximately 360m ² (109 tsubos)
Sales target	Approximately JPY105 million (first year after opening)
Store holidays	Not fixed



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○About ASICS Stores

ASICS stores primarily offer ASICS running goods for sale. The stores are noted for precisely measuring foot shape, offering various types of services, and sponsoring customer events. Flagship stores are located throughout the world. Store locations are as follows:

In Japan

Feb 2007 ~	ASICS Store Tokyo	Oct 2012 ~	ASICS Store Kobe
Feb 2009 ~	ASICS Store Harajuku	Apr 2013 ~	ASICS Store Osaka
		Jun 2013	ASICS Store Hiroshima

Overseas

Oct 2008 ~	ASICS Store London	Sept 2011 ~	ASICS Store Sao Paolo
Oct 2009 ~	ASICS Store New York	Jul 2012 ~	ASICS Store London Oxford Street
Feb 2010 ~	ASICS Store Taipei	Aug 2012 ~	ASICS Store Barcelona
Jan 2011 ~	ASICS Store Amsterdam	Jan 2013 ~	ASICS Store Stockholm
		May 2013 ~	ASICS Store Sydney

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