

News Release

Jul 31, 2013

ASICS Establishes Sales Subsidiary Company in Mexico

ASICS Corporation announces the establishment of a company intended to bolster sales of ASICS products in Mexico.

Sales of ASICS products in Mexico had been handled through ASICS America Corporation. With the establishment of a sales subsidiary company in Mexico, sales activities in that country will be intensified and ASICS's brand strength will be bolstered through more targeted marketing and promotional activities.

Details

Company name	ASICS Sports Mexico, S.A. de C.V.
Location	Mexico City
Representative	Gustavo Robles
Date of establishment	July 10, 2013
Capital	MXN60.5 million (approximately JPY484.6 million)
Staff	Nine employees (planned)
Sales target	Approximately USD13.7 million (approximately JPY1.37 billion) (FY14 target)

Please direct any questions regarding this release to:

Media:

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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.

