

News Release

Sydney, Australia | 15 May 2013

ASICS launches Flagship Store in Australia

On May 14th, ASICS officially opened its first ever Australian flagship store in Sydney. The store offers customers the ultimate running experience and a sophisticated biomechanical analysis system. The opening was attended by brand ambassadors Greg Inglis, Benji Marshall, Shannan Ponton, Jesinta Campbell and the brand's VIP guests.

The new 310m² flagship store is located in the historic Queen Victoria Building right in the heart of the city of Sydney, easily accessible by car or public transport.

The store design concept brings to life the brand's true sport positioning. Combining the emotion of sport with technical expertise, the store delivers a unique sporting retail experience. The spectacular interior design featuring futuristic metal frame and glass construction connects the store's different areas with a technological 'heart'.

ASICS Foot ID

The new ASICS store is fitted with a state of the art Foot ID system – runners can have a static 3D scan of their feet to determine their foot type, and a Dynamic Foot ID process uses special test shoes, software and cameras to analyse the runners' 'gait cycle' as they run on a treadmill. This data generates a personalised Foot ID to reveal which ASICS shoes best suits a runner's requirements.



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.



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Brand Ambassador and rugby league superstar Greg Inglis remarked: "It's great to see the values of the ASICS brand represented brilliantly in the store".

Allan Russell, Managing Director of ASICS Oceania said: "The opening of the Sydney flagship store will bring a new level of running expertise and advice to runners of all levels. We will also showcase our full range of athletic footwear and apparel to deliver a head to toe performance story".

Ian McCrae, Retail Manager of ASICS Oceania said: "We are very excited about opening our first ever ASICS Flagship store in Australia. Our retail concept will deliver a total and unique brand experience to our consumers."

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