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## News Release

### THE NEW ASICS GEL-CUMULUS 15 FLOATS ABOVE THE COMPETITION, WINNING THE COVETED *RUNNER'S WORLD* "EDITOR'S CHOICE" AWARD

Irvine, Calif. – May 6, 2013 – Wasting no time to make an impression, the all new ASICS GEL-CUMULUS 15 launches into market with immediate accolades from Runner's World. The June 2013 issue of the leading running magazine awards the GEL-CUMULUS 15 with the prestigious "Editor's Choice" award, highlighting the shoe as "a durable trainer that softens footfalls mile after mile."



The GEL-CUMULUS 15 holds true to its cloud-like roots, providing unparalleled cushioning for underpronators to mild overpronators. Runners will fall in love with the improved comfort thanks to the visible forefoot GEL Cushioning and full length SpEVA 45 Lasting. In addition, a new upper design and open forefoot adds to improved fit. With the updated two-piece Guidance Trusstic system, the ride of the shoe remains incredibly smooth, making for an easy transition from first contact to toe-off.

*Runner's World* raves that, "this little brother to the ultra-plush GEL-NIMBUS measures up in nearly every way. It sits almost as high off the ground, boasting plenty of foam underfoot to protect you from the road. The forefoot features a two-piece GEL unit, bigger than the one in previous models. Even so, the shoe remains fairly flexible. This is due in part to a new outsole configuration; better segmentation of the rubber patches allows for deeper flex grooves. The shoe's upper received subtle tweaks, like lighter, welded-on overlays that now extend back through the mid-foot."



"Every year we seek to find innovative solutions to make our shoes better for our consumers, whether that be through improved fit, additional cushioning, lighter weight, or more durable materials" says Brice Newton, Senior Product Manager, Running Footwear, ASICS America Corporation. "This award reflects our commitment to continuously improve and create the industry's best performance products again and again."

The ASICS GEL-CUMULUS 15 is now available at select specialty run stores for \$115.

#### 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 shoes, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).

