

## News Release

Kobe, Japan | April 25, 2013

### ASICS Named an Official Sponsor of the Third Kobe Marathon

ASICS has been named an official sponsor of the Third Kobe Marathon, to be held November 17, 2013. The main sponsors are Hyogo Prefecture, the City of Kobe, the Hyogo Prefectural Board of Education, the City of Kobe Board of Education, and the Hyogo Athletics Association.

The Kobe Marathon course will be full marathon-length and will be a loop course running roughly East-West past Kobe landmarks. A quarter-marathon course (approximately 10.6 km) will be open to the general public. Together, approximately 20,000 participants are expected. Over 160,000 people have applied for the Kobe Marathon in its first two years, and the race has become one of Japan's leading public marathons.

ASICS plans to provide ASICS brand products to officials and volunteers who support the marathon as well as information and services to runners.

ASICS has supported running events in Japan and is an official sponsor of marathons around the world, including in New York City, Australia's Gold Coast, Paris, and Mumbai. ASICS will capitalize on its previous sponsorship experiences and use feedback from participant runners to support an even more successful Third Kobe Marathon.



#### o Entering the Kobe Marathon

Application period: April 22 (Monday) – 5:00 pm May 20 (Monday)

Entries using the official payment form must be postmarked by May 10 (Friday)

Applications:

By internet: <http://www.kobe-marathon.net/>

Official payment form: Obtain official payment form from the *Kobe Marathon Entry Center* 1 and remit payment at any JP Bank or Japan Post counter.

1 <http://www.kobe-marathon.net/info/index.html>

Kobe Marathon website: <http://www.kobe-marathon.net/>

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Please direct any questions to:

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