

August 7, 2009

Name of the Company: ASICS Corporation

President and Representative Director: Motoi Oyama

Code No.: 7936

Notice Concerning Amendments to the Forecasts for FY2010

Based on our recent business performances, we, ASICS Corporation (“ASICS”), hereby announce the following amendments to the forecasts of financial results for FY2010 (April 1, 2009 through March 31, 2010), previously announced on May 20, 2009.

Amendments to the forecasts of consolidated financial results for the second quarter of FY2010 (April 1, 2009 - September 30, 2009)

(Amount: million yen)

	Net sales	Operating income	Ordinary income	Quarterly net income	Quarterly net income per share
Previous forecast (A)	108,500	8,000	8,000	4,000	20.55 yen
New forecast (B)	112,000	8,500	8,500	2,200	11.60 yen
Amount changed (B-A)	3,500	500	500	(1,800)	-
Percentage of change (%)	3.2	6.3	6.3	(45.0)	-
(Reference) Actual results for the second quarter of FY2009	124,207	12,734	13,104	7,543	37.92 yen

Amendments to the forecasts of consolidated financial results for FY2010 (April 1, 2009 - March 31, 2010)

(Amount: million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	224,000	18,000	18,000	10,000	51.38 yen
New forecast (B)	225,000	17,500	17,500	8,000	42.18 yen
Amount changed (B-A)	1,000	(500)	(500)	(2,000)	-
Percentage of change (%)	0.4	(2.8)	(2.8)	(20.0)	-
(Reference) Actual results for FY2009	241,944	22,628	21,008	13,085	67.23 yen

Amendments to the forecasts of non-consolidated financial results for the second quarter of FY2010 (April 1, 2009 - September 30, 2009)

(Amount: million yen)

	Net sales	Operating income	Ordinary income	Quarterly net income	Quarterly net income per share
Previous forecast (A)	35,500	2,200	5,400	4,000	20.55 yen
New forecast (B)	34,500	1,700	4,500	1,200	6.33 yen
Amount changed (B-A)	(1,000)	(500)	(900)	(2,800)	-
Percentage of change	(2.8)	(22.7)	(16.7)	(70.0)	-
(Reference) Actual results for the second quarter of FY2009	-	-	-	-	-

Amendments to the forecasts of non-consolidated financial results for FY2010 (April 1, 2009 - March 31, 2010)

(Amount: million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	77,000	5,100	8,500	6,200	31.85 yen
New forecast (B)	75,500	4,700	7,600	3,100	16.34 yen
Amount changed (B-A)	(1,500)	(400)	(900)	(3,100)	-
Percentage of change	(1.9)	(7.8)	(10.6)	(50.0)	-
(Reference) Actual results for FY2009	74,801	5,013	8,486	5,172	26.57 yen

Reasons for the Amendments to the financial results

Reasons for the Amendments to the forecast for the second quarter of FY2010

(1) Consolidated

In connection with net sales, in total, net sales will exceed the previous forecast, overseas sales increased steadily, due to the influence on the depreciation of yen in exchange rate further than we have expected although we anticipate that domestic sales will decline. As a result, we expect that operating income and ordinary income will exceed the previous forecast, although net income for the second quarter is expected to be lower than the previous forecast because we posted “income taxes for prior periods” of 1,936 Million Yen. For your reference, “income taxes for prior periods” means the additional collection of income taxes in connection with the transactions between ASICS and overseas subsidiaries. ASICS is under investigation by Osaka Regional

Taxation Bureau on the transfer pricing and we posted the amount of tax payment as “income taxes for prior periods” that we expect highly possibly to be imposed as a result of such investigation.

(2) Non-Consolidated

In connection with net sales and operating income, the main reason is that domestic sales is expected to be lower than the amount which we have expected. Furthermore, as to net income for the second quarter, as we stated in the above “1. Consolidated” section, is expected to be lower than the previous forecast because we posted 1,936 Million yen as “income taxes for prior periods”.

Reasons for the Amendments to the forecast for FY2010

(1) Consolidated

In connection with net sales, the factors for the amendments are the same as we explained in the amendments to the forecast for the second quarter, in total, there are not any material amendments from the previous forecast. As to operating income and ordinary income, some decline is expected because of the impact of the decline in domestic sales as compared to the amount we have expected previously although overseas sales will increase slightly. Furthermore, net income is expected to be lower than the previous forecast because we posted “income taxes for prior periods”.

(2) Non-Consolidated

Net sales, operating income, ordinary income and net income is expected to decline as compared to the previously forecast as a result of the revision, considering the amendments to the forecasts for the second quarter of FY2010.

(Note)

The above forecasts of both consolidated and non-consolidated financial results are calculated based on the information obtained currently. Therefore, the actual results may be different from the above forecasts due to changes in business environment.