

Summary of the Report for the Fiscal First Quarter Ended June 30, 2010

August 4, 2010

Name of the Company: ASICS Corporation Listing Exchanges: Tokyo, Osaka
 Code No.: 7936 Head Office: Hyogo Prefecture
 (URL <http://www.asics.co.jp/>)
 President and Representative Director: Motoi Oyama
 Date of filing Securities Report by quarter: August 10, 2010
 Quarterly Results Supplemental Materials: None
 Quarterly Results Presentation Meeting : None

(Amounts less than one million yen are truncated.)

1. Consolidated results for the first quarter ended June 30, 2010 (April 1, 2010 – June 30, 2010)

(1) Consolidated business results

(The percentages indicate the rates of increase or decrease compared with the preceding fiscal year.)

	Net sales		Operating income		Ordinary income		Net income	
	MY	%	MY	%	MY	%	MY	%
1st quarter ended June 2010	59,428	8.3	7,853	49.7	6,558	18.5	3,441	199.8
1st quarter ended June 2009	54,884	(16.0)	5,246	(46.0)	5,536	(49.2)	1,147	(84.8)

	Net income per share	Diluted net income per share
	Yen	Yen
1st quarter ended June 2010	18.15	–
1st quarter ended June 2009	6.05	–

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	MY	MY	%	Yen
As of June 2010	189,850	110,435	52.9	529.81
As of March 2010	184,774	109,663	53.9	525.58

(Reference) Shareholders' equity: June 2010: ¥100,467 million March 2010: ¥99,666 million.

2. Dividends

(Record date)	Cash dividend per share				
	End of 1st quarter	End of 1st half	End of 3rd quarter	End of year	Annual
	Yen	Yen	Yen	Yen	Yen
FY ended March 2010	–	–	–	10.00	10.00
FY ended March 2011	–	–	–	–	–
FY ending March 2011 (Projected)	–	–	–	10.00	10.00

(Reference) Changes in projected dividends: None

3. Forecast for consolidated business results for the year ending March 31, 2011 (April 1, 2010 – March 31, 2011)

(The full-year percentages indicate the rates of increase or decrease compared with the preceding fiscal year; the mid-term percentages are comparisons with the interim period of the preceding fiscal year.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	MY	%	MY	%	MY	%	MY	%	Yen
Fiscal first half	116,500	5.2	11,500	21.7	11,500	33.7	6,000	128.9	31.64
Full-year	231,000	2.9	20,500	16.6	20,500	12.5	11,500	38.1	60.64

(Reference) Changes in forecast for consolidated business results: None

4. Others

- (1) Changes in significant subsidiaries during the fiscal year (changes in specified subsidiaries that caused changes in the scope of consolidation): None
- (2) Adopting accounting treatment simplified or specialized for quarterly consolidation: Yes
- (3) Changes in accounting principles and procedures, presentation methods, and others underlying the preparation of quarterly consolidated financial statements (changes that need to be described in Changes in Significant Items that Form the Basis of Preparing quarterly Consolidated Financial Statements)
 - ① Changes to conform to revisions in accounting standards and others: Adopted: Yes
 - ② Changes adopted otherwise than in ①: None

(4) Number of shares (of common stock) issued and outstanding

- ① Number of shares outstanding (including treasury stocks) at fiscal end:

June 2010	199,962,991shares	March 2010	199,962,991shares
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- ② Number of treasury stocks at fiscal end:

June 2010	10,333,025shares	March 2010	10,331,996shares
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- ③ Average number of shares during the term:

1st quarter ended June 2010	189,630,493shares	1st quarter ended June 2009	189,663,906 shares
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* Implementation status of quarterly review procedures

This quarterly financial results report is not subject to quarterly review procedures by independent auditors under Japan's Financial Instruments and Exchange Law. At the time of release of this report, such quarterly review procedures under the Financial Instruments and Exchange Law have not been completed.

* Explanation of appropriate use of business performance forecasts

The performance forecasts above are estimated based on information available as of the date hereof. This may cause actual results to differ from stated projections due to changing business conditions or other factors.

In the first quarter of fiscal 2011, ended June 30, 2010, the global economy recovered at a moderate pace, but conditions remained difficult amid persistently high unemployment rates and rising concerns about the financial systems of European countries. Although the Japanese economy also picked up steadily owing to a recovery in corporate earnings and rising exports, difficult conditions continued due to uncertainty in the employment environment and other factors.

In the sporting goods industry, interest in sports remained at a high level owing to rising health consciousness, but business conditions remained challenging.

Under these conditions, the ASICS Group took actions on a global scale to continue reinforcing and expanding its core running business. This included steps to raise the visibility of the corporate image and reinforce the ASICS brand by supporting the Paris Marathon as an official sponsor and agreeing a new deal to become the official apparel sponsor of the Singapore Marathon. We also worked to increase sales through such measures as launching sales of our products in India via a local distributor.

In the first quarter of fiscal 2011, consolidated net sales increased 8.3% to ¥59,428 million. Domestic net sales declined 8.8% to ¥20,541 million mainly due to the weak sales of walking shoes and athletic wear. Overseas sales increased 20.2% to ¥38,886 million, thanks to strong sales of running shoes in Europe, the Americas and Australia. Mainly due to the higher sales and improvements of the cost of sales ratio, operating income rose 49.7% year on year to ¥7,853 million. Although exchange loss of ¥1,519 million (effect to the non-consolidated business results: ¥1,491 million) was posted, ordinary income increased 18.5% to ¥6,558 million, and net income for the quarter rose 199.8% to ¥3,441 million due to posting of the prior-year income taxes in the first quarter of the preceding fiscal year.

SEGMENT INFORMATION

ASICS Corporation and Consolidated Subsidiaries
From April 1 to June 30, 2010 and 2009

Millions of yen							
2010	Japan	America	Europe	Asia Pacific	Total	Adjustments	Consolidated
Net sales:							
Sales to customers	¥21,532	¥14,613	¥17,025	¥6,256	¥59,428	¥ -	¥59,428
Intersegment	3,370	-	-	219	3,590	(3,590)	-
Total sales	24,902	14,613	17,025	6,476	63,018	(3,590)	59,428
Segment operating income	¥1,370	¥1,355	¥3,994	¥1,247	¥7,967	¥(114)	¥7,853

Millions of yen							
2009	Japan	America	Europe	Other areas	Total	Eliminations/ corporate	Consolidated
Net sales:							
Sales to customers	¥23,098	¥12,895	¥14,774	¥4,115	¥54,884	¥ -	¥54,884
Intersegment	2,640	-	-	165	2,805	(2,805)	-
Total sales	25,738	12,895	14,774	4,281	57,690	(2,805)	54,884
Operating income	¥1,304	¥603	¥2,830	¥436	¥5,174	¥71	¥5,246

Foreign Currency Exchange Rates

	USD	EUR	AUD	KRW
1st quarter ended June 30, 2010	¥91.07	¥125.73	¥81.73	¥0.0789
1st quarter ended June 30, 2009	94.17	124.37	62.69	0.0681
Increase or (Decrease)	¥(3.10)	¥1.36	¥19.04	¥0.0108
Ratio (%)	(3.3)	+1.1	+30.4	+15.9

Note: Statements of income for foreign subsidiaries have been translated by above the rates.

Net Sales, Segment Operating Income Ratio

	Japan	America	Europe	Asia Pacific
Net Sales	-	+17.2	+14.0	-
Vs Previous year (%)	(3.2)	+13.3	+15.2	+51.3
Segment Operating Income	-	+132.3	+39.6	-
Vs Previous year (%)	+5.1	+124.6	+41.2	+185.6
Segment Operating Income Ratio (%)	5.5	9.3	23.5	19.3