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### **Onitsuka Tiger Introduces “KANREKI COLLECTION” in Red**

Kobe, Japan – Onitsuka Tiger releases a complete collection of 15 items of footwear, apparel and accessories titled “KANREKI COLLECTION” in symbolic color, red. “KANREKI COLLECTION” has been available at Onitsuka Tiger retail stores, department stores and boutiques in Japan. It aims to sell 6,500 items for the first year.

The most remarkable feature of “KANREKI COLLECTION” is the color red in honor of the 60<sup>th</sup> anniversary of Onitsuka Tiger brand which was started by Kihachiro Onitsuka, the founder of ASICS in 1949.

Footwear features special editions of 3 popular styles, “MEXICO 66 LAUTA” based on training shoes, “SECK MT” based on basket ball shoes, “NORICO” based on ballet shoes.

Apparel features 8 items of track jacket in hexagon “Kikkou” pattern symbolizing the celebration of longevity and T-shirts with big Onitsuka Tiger brand logo.

Bags and accessories has 2 items each.

The annual theme of “Onitsuka Tiger” brand is “CELEBRATING 60 YEARS”. “KANREKI COLLECTION” is the first project on this theme.

“Onitsuka Tiger” keeps introducing up and coming items on the theme of “60 YEARS” throughout this year.



### **About “Onitsuka Tiger”**

“Onitsuka Tiger” is a sporting brand that ASICS founder, Kihachiro Onitsuka started in 1949 when he produced the first sport shoes. It continued to grow until 1977 when ASICS was born through the merger with 2 other sporting companies. “Onitsuka Tiger” re-started as a sport fashion brand in 2002 and has been expanding the brand globally since then.

Every style of shoes has a historic background of high tech athletic shoes at that time and has its own story. Footwear, apparel, bags and accessories feature Japanese traditional pattern, material and dying techniques to convey the fusion of “Japanese” and “Sports”. With Japanese traditional culture attracting more attention worldwide, “Onitsuka Tiger” has been achieving popularity among the youth globally.

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