



PRESS RELEASE

Page 1/1

14th February 2008

CORPORATE

As of April 1st, Katsumi Kato will become the new President and Chief Operating Officer (COO) of ASICS Europe B.V.

Katsumi Kato will succeed Koji Hieda, who has spent the last three and a half years developing a successful program to strengthen the European organization. During this period, ASICS has seen a strong increase in sales and profit figures.

From 1981-2003, Mr. Kato fulfilled various key functions in sales, product and marketing teams at ASICS Corporation Japan. In 2004, Mr. Kato became Director of ASICS' SportStyle division at ASICS Europe B.V. In 2006, he was appointed Executive Vice-President and was responsible for product, marketing and the European Design Centre.

During the coming years, Mr. Kato will further strengthen the European organization and the respective national sales companies in order to fully exploit the growth potential of the brands ASICS and Onitsuka Tiger in Europe.

Mr. Hieda will return to ASICS Corporation Japan as Senior General Manager of Western Japan Sales & Head of the Kansai Branch.

As of November 2007, Michael Price has taken on the role of Marketing Director of ASICS Europe B.V. Mr. Price previously worked as Marketing Director of Reebok UK, Ireland, Holland and Belgium.

As per January 2008, Marek Szostek has been hired as General Manager for ASICS Polska Sp.zo.o to set up the ASICS subsidiary in Poland.

www.asicseurope.com

ABOUT ASICS

Anima Sana In Corpore Sano - A Sound Mind in a Sound Body. Nearly 60 years ago, in 1949, Kihachiro Onitsuka founded the forerunner of ASICS, Onitsuka Ltd., introducing its first pair of shoes. Since then a lot has changed, except ASICS' commitment to offer the finest and most innovative sportswear products. Today, ASICS is represented on every continent. In constant dialogue with professional and amateur athletes, ASICS translates technology into sophisticated and functional products for a large number of sports.