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Hoofddorp, 28 January 2008

RUNNER'S WORLD ISPO AWARD

GEL-NIMBUS receives RUNNER's WORLD ispo Award for the second time

The ASICS GEL-NIMBUS 10 has been awarded the RUNNER's WORLD ispo Award 2008 in the Running Shoes category. Following its award in 2007, the top model in the Cushioning category has received this coveted prize from the world's leading running magazine for the second time in succession.

At the Autumn-Winter 2008 ispo, the sporting goods manufacturer and market leader in running presents the 10th edition of one of the most successful running shoes in the world: the ASICS GEL-NIMBUS 10. The previous model of the shoe was the recipient of numerous awards: In addition to winning the ispo Award 2007, the GEL-NIMBUS 9 was also voted "Running Shoe of the Year" by the international editorial staff of RUNNER's WORLD.

For 2008, the jury selected the improved successor, model, the GEL-NIMBUS 10.

"The exceptional GEL-NIMBUS 10 model represents both consistency in model policy and continuous product development. The Nimbus 10, in comparison with its predecessor model, has clearly been technically upgraded yet again. At the same time, runners familiar with previous Nimbus models will recognise proven, time-honoured attributes (and qualities of fit). On the upper, the most obvious innovation is the Asymmetrical Lacing System that follows the curve of the foot



ASICS GEL-NIMBUS 10

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and optimizes the fit. New GEL elements in the forefoot and rearfoot provide technical support resulting in a perfectly smooth ride. With this model, the NIMBUS 10 is one of the most outstanding running shoes overall. Not just in the Cushioning category, but among all running shoes!" was the jury's verdict, as represented by the specialist Urs Weber, Editor of RUNNER's WORLD.

For the ispo Award, announced in cooperation with the specialty magazine RUNNER's WORLD, product samples from more than thirty different companies were examined by a specialist jury composed of sporting goods dealers, product experts and athletes. In assessing the individual product innovations, the jury paid special attention to excellent suitability for daily use, commercial potential and a good price-performance ratio for the consumer. However, equally important criteria for selection were design, use of materials, durability and the quality of product manufacture. Prizes were awarded to the top product in the categories Running Shoes, Running Textiles and Accessories.

Thanks to continuous improvements, the 10th version of the GEL-NIMBUS will be presented at the Autumn-Winter 2008 ispo as the proud champion of the "RUNNER's WORLD ispo Award".

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.