

## News Release

Irvine, CA | December 22, 2011

### **ASICS SIGNS MULTI-YEAR PARTNERSHIP WITH HONDA LA MARATHON**

ASICS America Corporation is proud to announce its partnership with the Honda LA Marathon as the official apparel and footwear sponsor. This will be ASICS' first sponsorship of the iconic "Stadium to the Sea" race that will take place Sunday, March 18, 2012. This marks yet another ASICS' sponsorship of a major marathon worldwide, including the ING New York City Marathon, Tokyo Marathon and Paris Marathon.

The Honda LA Marathon is one of the four largest marathons in the U.S. and one of the ten largest worldwide. The "Stadium to the Sea" course runs through four cities – Los Angeles, West Hollywood, Beverly Hills and Santa Monica – and the federal VA property, taking runners past a highlight reel of sites starting at Dodger Stadium and including landmarks such as Grauman's Chinese Theater (mile 11.5), Sunset Strip (mile 14), Rodeo Drive (mile 17) and finishing at the Santa Monica Pier.

"We are extremely proud that ASICS has added the Honda LA Marathon to its world-class stable of races around the globe, including Tokyo, Paris and New York," says Nick Curl, Chief Operating Officer of the LA MARATHON LLC. "ASICS is a premier company with a tremendous track record in the running community. We look forward to working in partnership with ASICS in the coming years to take the Honda LA Marathon to even greater heights."

As the official apparel and footwear sponsor, ASICS has the opportunity to promote the partnership nationally and locally with media, as well as manufacture and sell co-branded licensed marathon merchandise. In addition, ASICS will integrate its activation marketing campaign into race week festivities.

"We are excited to be part of this growing race," says ASICS Vice President of Marketing, Erik Forsell. "The landscape of a city like Los Angeles will allow us to expand and demonstrate our marketing efforts like we do in New York and enable us to partner with the biggest marathons on the east and west coasts."

The "Stadium to the Sea" course debuted in 2010 with a record total of more than 26,000 participants. In 2011, Ethiopia's Markos Geneti shattered the course record by nearly two minutes, with a world-class time of 2:06:35.

For more information on the Honda LA Marathon visit [www.lamarathon.com](http://www.lamarathon.com).

#### **ABOUT LA MARATHON LLC**

We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants, and hundreds of thousands of spectators, the Honda LA Marathon is one of the largest organized road races in the country. [www.lamarathon.com](http://www.lamarathon.com)

