



4 March 20110

**MEDIA RELEASE
(EMBARGOED TILL AFTER DELIVERY)**

STTA BAGS OFFICIAL SPORT SHOE SPONSOR

Runner's World Pte Ltd, the distributor of ASICS SEA has signed on as the official "sport shoe sponsor" for the Singapore Table Tennis National Teams.

The national table tennis team participates in various Pro-Tour Circuits and Championships around the world and ASICS believes that this gives an opportunity for its brand name and products to be recognised all over the world.

Beginning this April 2011, the men's and women's table tennis teams will wear ASICS shoes during official competitions and training session. This partnership will include a cash and value-in-kind sponsorship valued at about S\$200,000 over three years and will begin on 1 April 2011 and will continue through 31March 2014.

Mr Andy Zhao, CEO of Runner's World Pte Ltd, the distributor of Asics in South East Asia said, "We are pleased to be given the opportunity and be chosen as the footwear choice of our national team. The validation of STTA is a big vote of confidence in Asics shoe technologies to aid the national team and enhance their performance during competition.

"We hope that our shoes will play a part in helping Singapore achieve the target of a Gold medal at the 2012 London Olympics in Table Tennis which we as Singaporeans can be proud of."

Er Lee Bee Wah, Member of Parliament for Ang Mo Kio GRC & President, STTA said, "We are delighted to enter into this major sponsorship agreement with Runner's World Pte Ltd, the distributor of ASICS in South East Asia. We hope that through this sponsorship, STTA will continue to grow and create new opportunities that will continue to raise the level of our game internationally."

Added STTA President Er Lee, "We are encouraged by the fact that more corporations and organizations are coming forward to support local sports and we are thankful for the support and faith shown by ASICS as we walk together in our sporting journey."

Runner's World Pte Ltd's brief :

Runner's World Pte Ltd ("RWPL"), the sports lifestyle distribution arm was incorporated in Singapore in 2002 and is currently the Sole Distributor for Asics and Onitsuka Tiger footwear, apparels and accessories in Singapore, Malaysia, Thailand, Indonesia and Brunei. RWPL has built Asics into a brand with a formidable presence creating a distribution channel of about 300 quality retail locations throughout the region stamping a strong brand image in a short period of 6 years since obtaining the sole distribution rights of Asics for SE Asia. Besides building a wide distribution network, RWPL believes in product training, so that sales associates are equipped with excellent product knowledge to sell the technical Asics performance shoes. By adopting the "Training the Trainer" program, we aim to ensure all trading partners and their sales associates become competent brand ambassadors for Asics.

Asics Brief :

The history of ASICS began with the establishment of Onitsuka Co, Ltd. In 1949. According to a philosophy based on “bringing up sound youth through sports,” the company has kept the tradition of specializing in the manufacturing sports shoes by having original ideas. In 1977, the Onitsuka Co. Ltd. Became ASICS. The name, an acronym, derives from Anima Sana in Corpore Sano, an old Latin phrase expressing the ancient ideal of “A Sound Mind in a Sound Body.”

Today, Asics continues to maintain the rigorous technical and quality standards of the brand’s athlete shoes, apparel and accessories pledging to continue making the best product to meet the needs of sports enthusiast. We pledge to bring harmony to the body and soul.