

**New Balance and Susan G. Komen for the Cure®:**  
***Lace Up for the Cure®***

Since 1989, New Balance has been a proud partner of Susan G. Komen for the Cure®, committed to raising funds and awareness in the fight to eradicate breast cancer. New Balance is the longest-standing National Series Sponsor of the Susan G. Komen Race for the Cure®. As a National Series Sponsor since 1991, New Balance partners with retailers and Komen affiliates across the country to promote awareness at the local level. In addition, the company sponsors the Breast Cancer 3-Day® Walk, a 60-mile fundraising walk that draws more than 1.5 million participants annually, and Honorary Team New Balance, a group of breast cancer survivors selected from each Komen Race for the Cure® race.

To promote breast cancer awareness, New Balance has also created a unique line of apparel, footwear and accessories that all feature a pink ribbon—the universal symbol of breast cancer awareness—as a part of their *Lace Up for the Cure®* collection. The 2008 collection includes 3 models of women’s athletic shoes from the running, walking and active lifestyle categories. Each shoe features an embroidered pink ribbon on the tongue. Highlights from the 2008 footwear collection includes the WW844WB, the official shoe of the Breast Cancer 3-Day®, and the WR768KM, the official shoe of the Susan G. Komen Race for the Cure®. The 2008 collection also introduced the New Balance VIA Step Pedometer, featuring a step, distance and calorie counter.

In 2008, New Balance will donate up to \$1 million to Susan G. Komen for the Cure® (with a guaranteed minimum donation of \$500,000). The *Lace Up for the Cure®* retail promotion runs all year long with a special focus during October, Breast Cancer Awareness Month.

For more information about New Balance’s involvement with Susan G. Komen for the Cure® please visit [www.newbalance.com/komen](http://www.newbalance.com/komen).

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 2,800 people around the globe, and in 2007 reported worldwide sales of \$1.63 billion. For more information please visit <http://www.newbalance.com>.

Updated 3/08