

News Release

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ASICS SIGNS WORLD CHAMPION FREESTYLE WRESTLER JORDAN BURROUGHS

ASICS America is pleased to announce the signing of American World Champion freestyle wrestler Jordan Burroughs. Most recently, Burroughs earned Gold at the 2011 Pan America Games in Guadalajara, Mexico at 74 kilograms (163 pounds).

Burroughs, 23, has been on a winning streak as of late, with five consecutive wins including the 2011 World Wrestling Championships in Istanbul, Turkey in September and US World Team Trials in Oklahoma City in June. He is the first World Champion to make the United States World Team since 2006.

Originally from Camden, New Jersey, Burroughs began excelling in wrestling while at Winslow Township High School. He went on to wrestle for the University of Nebraska where he continued to build momentum, eventually earning three NCAA Big 12 Titles (2008, 2009, 2011) and two NCAA National Championships (2009, 2011).

Burroughs' next big milestone will be the Olympic Team Trials in Iowa City at the end of April 2012 where he hopes to garner a spot at the 2012 London Games.

"We are honored to add Jordan to our exceptional roster of ASICS athletes," says ASICS Vice President of Marketing Erik Forsell. "He is young, dynamic and hungry for success. As a role model for younger wrestlers and an ambassador for the sport of wrestling, we expect to see great things from him in 2012 including Olympic Gold!"

Burroughs joins ASICS athlete and 2004 Olympic Gold Medal Wrestler Cael Sanderson, who recently returned from retirement to win the US World Team Trials at 84 kg (185 lbs), and will also vie for a spot in the 2012 London Games. Additional ASICS wrestlers include: Jake Herbert (84 kg/185 lbs), Jake Varner (96 kg/211.5 lbs), Tervel Dlagnev (120 kg/264.5 lbs) and women's freestyler, Helen Maroulis (55 kg/121 lbs).



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Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.

