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ARMY TEN-MILER NEWS RELEASE

FOR IMMEDIATE RELEASE

DATE: March 21, 2007

NEW BALANCE SIGNS ON AS 2007 ARMY TEN-MILER SPONSOR

WASHINGTON, DC - The Army Ten-Miler is pleased to announce that New Balance has signed on as the exclusive running footwear and performance apparel provider for the 2007 race. New Balance began as a Boston based arch-support company in the early 1900's, developed into a specialized shoe manufacturer in the 1970's, and has become a global manufacturer of performance footwear and apparel. Today New Balance Athletic Shoe Inc. is a family of brands including New Balance, Dunham, PF Flyers, Aravon, Warrior, and Brine.

"We are honored to be affiliated with the Army Ten-Miler, the nation's largest ten-mile race. Being an official sponsor of this premier running event is an exciting way for us to reach out to the running community and continue to highlight our innovative performance products and unique brand attributes," says Stanford Jennings, southeast regional sales manager at New Balance.

New Balance will be the exclusive, performance apparel supplier for the new line of ATM official gear that will launch on April 2nd at www.armytenmiler.com. "The Army's October classic is the largest 10-mile race in America and we are extremely pleased to offer our runners top quality ATM apparel by New Balance," commented Race Director, Jim Vandak.

"This is a great partnership because New Balance and the Army Ten-Miler share a common commitment to the sport and the running community" added Vandak. Known for its organizational excellence, spirited competition, and American heroes - the Army Ten-Miler was recently named as one of the Top Six Big Ten-Milers by Runner's World Magazine.

About New Balance

New Balance, headquartered in Boston, MA, is a leading manufacturer of technologically innovative width-sized performance footwear and athletic apparel for women, men, and children. The range of product categories includes running, walking, training, basketball, tennis, cleated and kids. New Balance Athletic Shoe, Inc. employs more than 2,800 people around the globe, and in 2006 reported worldwide sales of \$1.55 billion. For more information please visit <http://www.newbalance.com>.

About the Army Ten-Miler

The 23rd edition of America's largest 10-mile running event takes place on Sunday, October 7 in Washington, DC. The Association of the US Army (AUSA) and KBR are the co-lead sponsors for this year's event. This Army tradition attracts over 26,000 runners, of varying experience, from around the world to run a course that starts and finishes at the Pentagon and passes such national landmarks as the Lincoln Memorial, the Washington Monument and the Capitol. Race weekend activities including the Race Expo presented by New Balance, fitness clinics, and press conference are free and open to



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the public. Race day features the Health Net Federal Services Youth Runs, the 94.7 the Globe Post Race Party with bands, entertainment and a live broadcast, and HOOAH Tents representing Army installations from around the world. Families will enjoy the Health Net Federal Services Youth Activity Zone, interactive inflatables, Army racing displays, the GEICO Gecko and much more. Proceeds from the Army Ten-Miler go to support soldier and soldier family Morale, Welfare, and Recreation (MWR) programs. For more information on DC's premier running event, visit www.armytenmiler.com. Registration opens Monday, April 2, 2007.

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