

NEW BALANCE RIDES ECONOMIC HEADWINDS WITH ICONIC HERITAGE SHOES.

In testing economic times consumers often turn towards authentic brands they can trust. In recent years, New Balance has made great strides in building strong and positive perceptions of its brand and is now experiencing significant success in the lifestyle market as that sector compliments the brand's foundation stone of performance running.

The New Balance lifestyle collection brings together running shoes that were technological masterpieces of their day. Now positioned at the forefront of style because they have been "rediscovered," initially by sneaker buffs, these are classic, highly collectable pieces. They are icons because of their heritage, pedigree and sporting rank during their initial debut.

It is these lifestyle models that include the 420 shoe that has propelled New Balance towards the remarkable milestone of the millionth heritage shoe produced this year for the EMEA region.

Another recent example, that is a testament to the brand's remarkable success, can be seen with the launch of the 577, the iconic performance running shoe, first produced in the 1980's. This model, which has the added cachet of being made in Britain, was rapturously received in Holland where it sold out within hours of its launch.

Commenting on New Balance's totemic status in Holland, Jonathan Ram EMEA's Managing Director, said: "Across the Dutch market the brand is often referred to as the Bentley of sneakers because of the craftsmanship and quality of materials." "Add to that," he continued: "the acknowledged elevated status of models that are produced in the UK and the brand's strong and independent persona, and here you have a solid recipe for success."

All this is adding further impetus to New Balance's export drive where the brand is continuing to build its reputation on the back of strong sales growth and greater market penetration in Europe.

New Balance, une approche unique dans la conception de chaussures de sport

New Balance, implanté à Boston (Etats-Unis), a la mission suivante : tout en faisant preuve d'une direction responsable, la marque érige des marques internationales que les athlètes sont fiers de porter, que les associés sont fiers de créer et que les communautés sont fières d'accueillir.

New Balance emploie plus de 4 000 personnes à travers le monde et a atteint un chiffre d'affaires de 1,63 milliards de dollars US en 2007.

Plus d'informations sur New Balance : www.newbalance.fr

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