

## NEW BALANCE CLAIMS ALL STAR AWARD FOR SHOES AND APPAREL

Apparel magazine, the leading b-to-b publication for apparel and apparel retail executives, announced its 2008 All-Star Award winners, which were honoured during a ceremony at the Katie Murphy Amphitheatre of the Fashion Institute of Technology (FIT) in New York, NY. Amongst the All-Star winners was New Balance, nominated by the Sporting Good Manufacturers Association (SGMA).

New Balance, the global athletic products company, founded in 1906, was commended for continuing to improve its technology and production methods to ensure it delivers exceptional fitting and performing shoes and apparel.

All-Star Award winners are chosen by the *Apparel* editorial staff based upon their strength in meeting the All-Star Award criteria, which are: (1) Innovation; (2) Excellence in Management; (3) A Strong Track Record of Growth; and (4) Corporate Goodwill that Reflects Positively on the Industry.

“This year’s All-Star Award winners represented a wide cross-section of the industry, from performance apparel and lingerie to kids’ wear and seamless garments, but all stand out for their passionate focus on improving their businesses,” said Jordan Speer, editor in chief of *Apparel*. “Of particular note were the efforts made by this year’s winners to truly perfect their particular niche of the apparel industry through a winning combination of updating technology and improving product. It was an honour to present our All-Star Awards to such an outstanding group of companies and individuals.”

Commenting on the All-Star Award Jonathan Ram, New Balance’s EMEA Managing Director, said: “This award is a fine honour and a tribute to the tremendous strides our team has taken in managing the advancement of our technology and as a result developing a greatly enhanced product.”

Continuing, he added: “This sends a clear signal to the market that with outstanding management the brand is mastering sustained growth, pioneering innovation and setting standards that the rest of the industry can only follow.”

### ***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](http://www.newbalance.fr)*

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