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**MIZUNO LAUNCHES NEW TAGLINE EMBODYING UNIQUELY MIZUNO IDEALS, STRENGTHENING EMOTIONAL BOND WITH CONSUMERS**

Norcross, GA (February 11, 2008) – Mizuno Corporation, having celebrated its 100-year anniversary in 2006, is launching a new global tagline in 2008 to take the legendary specialty sports company into the next century of leadership in sporting goods technology, innovation, and performance. Mizuno was founded in 1906 by Rihachi Mizuno, a true innovator in sports. Mr. Mizuno opened one of the first retail sporting goods stores in Japan in 1906 with the intention of providing the best sporting goods possible for athletes who try to meet any and all challenges. Under his leadership, and cultivation of a culture which personified a “challenging spirit” within all of us, Mr. Mizuno grew a single sporting goods store into a global, multi-category sporting goods manufacturer. Today, as a multi-billion dollar sporting goods company, his great-grandson, Hideto Mizuno, VP of Corporate Planning, Mizuno USA, Inc., is leading a charge to position the company for the next century under the embodiment of Mr. Mizuno’s legacy. The first step is debuting a new global tagline for the company, *Ashita wa Kit-to Dekiru*, locally adapted for the North American markets as – *Never Settle*.

The new tagline reaches a deeper emotional connection between Mizuno and its consumers, based on a legacy and “challenging spirit” within the company, which never settles for second best. Mizuno believes the “Never Settle” message captures the brand’s essence, and is a strong and unique descriptor of how its consumers (from amateurs to professional athletes) approach their sport, and how the corporation conducts itself in its approach to all facets of business, including research & development, product design, manufacturing, customer service, operations, sales force execution, distribution, and marketing, continually striving to be better, and of course in producing the finest and most innovative sports equipment in the world.

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“Mizuno Corporation was founded on integrity, passion, and commitment to quality equipment and the ideals of sportsmanship,” said Bob Puccini, President Mizuno USA, Inc., and Chairman, Mizuno Canada, Ltd. “Mr. Mizuno rooted the company in that belief of never settling, and the success of Mizuno over the last 100 years is a direct result of his vision and commitment to excellence. That same challenging spirit, and sense of humility that one can always do better, continues to thrive today, serving as our inspiration for the next 100 years. We are on a constant quest to develop superior performing equipment for passionate athletes of all skill levels, and instill a passionate culture based on genuine pride in our brand platform and the value systems associated with it. The ‘Never Settle’ tagline epitomizes this passion and our continued commitment to being ‘second to none’ in everything that we do, and to continually deliver only ‘the best of the best.’ It’s an ideal rallying cry for how our key constituents approach their goals: our consumers, our employees, our customers, and our athletes.”

The new ‘Never Settle’ global tagline builds upon the previous tagline, ‘Serious Performance’, which was used over the last decade to convey Mizuno’s message of producing the most authentic, innovative, and high quality products for athletes who are serious about their sport, and want to improve their performance in that sport. The new ‘Never Settle’ tagline elevates that message, and is part of a comprehensive 2008 marketing campaign which will include television advertising, print advertising, in store promotions, e-marketing, and grass roots events across all divisions. The campaign will span across all categories of Mizuno USA, including Golf, Running, Track & Field, Baseball, Softball, and Volleyball. “Extensive consumer research was conducted on the Never Settle tagline, receiving tremendous enthusiasm and resonance with core consumers prior to its debut. Consumers likened it to ‘their coach’s voice inside their head’, and associated the tagline with attributes such as ‘Driven,’ ‘Ambitious,’ ‘Motivating,’ ‘Determined,’ and ‘Constantly striving for the best’ – qualities uniquely associated with the Mizuno brand,” said Lisa Mark, Senior Director of Marketing Services, Mizuno USA, Inc.

Mizuno USA’s Golf Division will be running a television and print campaign with the new tagline to debut the week January 14, 2008 on *The Golf Channel* and consumer golf publications

such as *Golf Digest*, *Golf Magazine*, *Golfweek*, *Golf World*, *LINKS*, *Golf Illustrated*, and *PGA Tour Partners*. Mizuno USA's Running Division will debut its print ads in *Runner's World* and *Atlanta Sports & Fitness* magazines in February, 2008. Mizuno USA's Diamond Division will run their campaign in *Baseball America*, *Softball Magazine*, *Softball Today*, *Softball West*, *Let's Play Softball*, and *Southwest Softball*. Additionally, the Mizuno USA Volleyball campaign will debut in *Volleyball* magazine. The campaign demonstrates the bond and passion they have for their Mizuno equipment, settling for nothing less.

"My great-grandfather, Rihachi Mizuno, believed that human beings have unlimited potential to achieve anything they set their minds to, both in sports and in life," said Hideto Mizuno. "The 'Never Settle' brand message epitomizes the spirit and relentless pursuit of perfection that he began over a hundred years ago, and we are looking forward to carrying on his legacy and vision into the next 100 years."

*Mizuno USA, Inc. is a wholly owned subsidiary of Mizuno Corporation, one of the largest specialty sporting goods manufacturers in the world. Mizuno USA, Inc. manufactures and distributes golf, baseball, softball, running, track & field, and volleyball equipment, apparel, and footwear for North America. Mizuno USA, Inc. is based in Norcross, Georgia.*

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