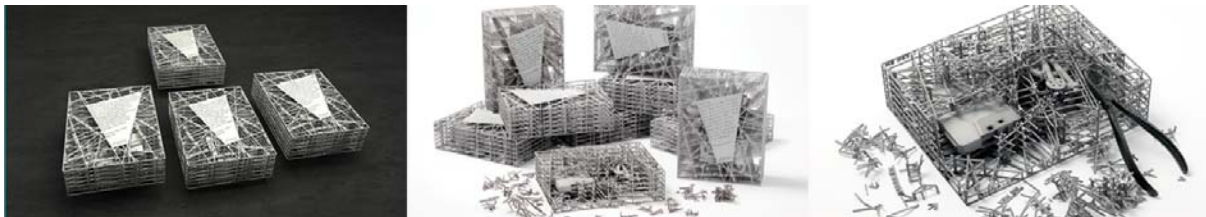


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Design concepts by FOC bring ASICS' "LeftRight" campaign to life

Scenario: a mysterious package arrives in the mail, and you discover you are one of only 10 people around the globe to have received an absolute one of a kind present from ASICS. It is a mysterious package, where packaging and present appear to merge into a sole object - and the only way to discover the gift within is to destroy this singular and curious packaging design. Grudgingly, you resolve to permanently destroy the package...but what is revealed is another mystery... two half-objects. And thus begins a journey that will lead you to the missing half of your present and its true identity.



See complete list of images at end of press release.

High resolution images available upon request to foc-press@bt-media.net

July 2009, Amsterdam, The Netherlands - ASICS, one of the most innovative sports footwear and apparel brands today, has launched the inspiring "What's a left, without a right?" campaign. Conceptualized by advertising agency Amsterdam Worldwide, the campaign was brought to life by the design talents of Freedom Of Creation (FOC) and has become one of 2009's most intriguing branding initiatives.

"What's a left, without a right?" celebrates a new collection of 80's inspired footwear by ASICS, and underscores the company philosophy "Anima Sana in Corpore Sano"**, the diversity of the world in which we live, and is an engaging and stimulating reminder that in uniting our opposites, or other half, we can become stronger, smarter, balanced ... and whole. The campaign also renews its collaboration with FOC - a relationship that started in 2008 and resulted in the mega super-hit "Electric Tiger Land" branding campaign.

FOC founder and designer Janne Kyttanen understood the key elements in both the new campaign and the company philosophy and designed ten unique, 80's-inspired objects. The objects were designed to be manufactured directly into a mesh packaging, which also incorporated a personalized message. The hitch? Each package contained only half an object and the recipients (ten bloggers world-wide) were left with the task of finding the other half to make their present whole.

Janne Kyttanen commented: "We knew that the intended recipients of these gifts are trend-setters. They had to receive something which was truly one-of-a-kind, that would have a strong 'wow' factor



and inspire their curiosity to investigate. ...and yet leave them with a sour-sweet feeling of regret for having to destroy the packaging that enclosed their half-icon product." FOC worked with Amsterdam Worldwide and ASICS to assure a design that would intrigue the bloggers, and used high-tech rapid manufacturing technologies to create this "all-in-one", singular creation.

The gifts were forwarded to 10 bloggers, hand-picked for their impact on ASICS' dynamic target audience of people in their late 20s and early 30s. Bloggers received two non-matching halves of ten unique, restyled 1980s-inspired iconic models.

The single piece, all-in-one manufactured package contained the two non-matching halves, incorporated within a cage-like graphite-coloured mesh, which the bloggers had to crack open. FOC also designed the casing so as to feature a plaque with a personal message, in the blogger's own language, signed by ASICS. The bloggers were then invited to use their online network to locate the missing pieces.

Some of the new millennium's most influential bloggers were inspired to cross borders and languages, to connect, comment and enthusiastically spread the word about this innovative package which so coyly tapped into the desire to explore and to innovate. Bloggers were not just a medium for the campaign, but integral to the creation and development of the idea.

"We really wanted to encourage interaction between different bloggers -- huge influencers who rarely stray beyond their own online orbit," said Andrew Watson, creative director at Amsterdam Worldwide. "The Left & Right campaign was conceptualized for each blogger to find 'their other half' and exchange pieces to end up with a unique complete design object. But, as with most viral campaign marketing, there was a surprising twist ... one blogger has persuaded most of the others to send their halves to him (in return for a pair of limited edition ASICS sneakers) to display at Bread & Butter in Germany, the fashion industry's premium trade fair for the progressive, contemporary clothing culture. This was totally unexpected, but brilliant in that the bloggers had the freedom to create. Some bloggers have accepted the invitation, while others are still hanging on to their precious halves..."

The bloggers:

- | | |
|---|--|
| 1. High Snobiety - http://highsnobiety.com | 5. Frizzi Frizzi http://www.frizzifrizzi.it |
| 2. Limited Hype - http://www.limitedhype.com | 6. Blog.MZEE http://blog.mzee.com |
| 3. Form FiftyFive - http://www.formfiftyfive.com | 7. Stylespion http://stylespion.de |
| 4. FreshnGood - http://www.freshngood.com | 8. Hype Quest http://www.hypequest.com |
| | 9. Bhmagazine www.bhmagazine.fr |
| | 10. Fubiz http://www.fubiz.net |

Icon Models (note, designers who would like to explore the concept in detail may download Janne's designs at <http://www.freedomofcreation.com/clients/ASICS/leftright/>):

- | | |
|-----------------|-------------------------------|
| De Lorean car | C90 cassette |
| Yamaha Keytar | Rubiks cube |
| Atari joystick | Casio digital watch |
| Boombox stereo | BMX bike |
| 3-D View master | First generation mobile phone |

**ASICS stands for “Anima Sana in Corpore Sano”, a sound mind in a sound body. A Latin phrase expressing the ancient ideal of a sound mind in a sound body. ASICS believes that sport has not only a positive effect on the body and soul, but has a universal meaning that overcomes cultural differences and contributes to improving solidarity.

Campaign Name	Left & Right
Web Link (if applicable)	www.ASICS.nl/sportstyle www.ASICS.de/sportstyle www.ASICS.fr/sportstyle www.ASICS.at/sportstyle www.ASICS.it/sportstyle www.ASICS.co.uk/sportstyle
Client	ASICS B.V.
Agency	Amsterdam Worldwide
Art Direction/Copywriting	Declan Stone/Garech Stone
Planners (creative agency)	Simon Neate-Stidson
Media agency	OMD
Icon gift/product design	Janne Kytтанen / Freedom Of Creation

About Freedom Of Creation / FOC - www.freedomofcreation.com:

Freedom Of Creation (FOC) is where cutting edge technology meets design. FOC is the first design company to specialize in design for Layer Manufacturing, developing products for its own FOC brand and for other design labels in a variety of sectors. Since 2000, the extensive research conducted by FOC in Design for Layer Manufacturing has resulted in ground-breaking, inventive and successfully innovative commercial product designs, the development of new industrial materials and software products, and has been the foundation for significant R&D projects with a range of industrial partners. FOC was founded in 2000 and is based in Amsterdam, the Netherlands.

About Amsterdam Worldwide - www.amsterdamworldwide.com:

The full-service, international communications agency was founded in 1999 by CEO Brian Elliott and re-branded as Amsterdam Worldwide in 2008. Amsterdam Worldwide has created highly original, entertaining and engaging work for some of the world’s most respected brands, including Pernod Ricard’s Ararat, ASICS, Chevrolet, Coca Cola, Heineken, Hoegaarden, IKEA, Mitsubishi, Onitsuka Tiger, Opel, Sony Ericsson and Panasonic. Amsterdam Worldwide’s multi-cultural strategic, creative, digital, media and management teams work in collaboration with clients and agency partners to create highly effective, integrated pan-European and global campaigns. For more than nine years the agency has built passionate customer relationships, delivering results for clients who think big and are open to the innovative and unconventional.

Amsterdam Worldwide’s Made of Japan strategy for ASICS’ Onitsuka Tiger and two campaigns – Baseman and Electric Tiger Land – have won various awards including a Silver Cyber Lion at Cannes 2008 and Best Integrated Multimedia Campaign at Meribel 2008.

About ASICS - www.ASICS.com:

Anima Sana In Corpore Sano – A sound mind in a sound body. 60 years ago, in 1949, Kihachiro Onitsuka founded the forerunner of ASICS, Onitsuka Ltd., introducing its first pair of shoes. Since then a lot has changed, except ASICS’ commitment to offer the finest and most innovative sportswear products. Today, ASICS is represented on every continent. In constant dialogue with

professional and amateur athletes, ASICS translates technology into sophisticated and functional products for a large number of sports.

Press contact Freedom Of Creation:

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Image List

(high resolution images available upon request to foc-press@bt-media.net)



01_FOC_ASICS_packaging.jpg



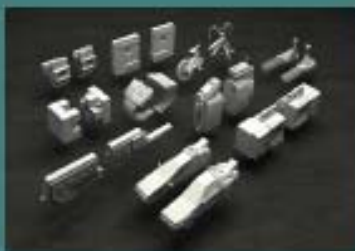
02_FOC_ASICS_Box_Delorean_Keytar_en...



03_FOC_ASICS_Left_Right_boxes.jpg



04_FOC_ASICS_Break 4 pliers.jpg



05_FOC_ASICS_products.jpg



06_FOC_ASICS_Bike 2 parts.jpg



07_FOC_ASICS_Bike.jpg



08_Janne_Kyttanen.JPG