

**ASICS 33 COLLECTION™ Gold Account Sweepstakes (“Sweepstakes”)
2011 OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. ENTRY IN THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE UNDER THE AGE OF SIXTEEN OR NOT LOCATED IN THE U.S. AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

1. ELIGIBILITY REQUIREMENTS: Open to employees of ASICS Gold Accounts who are legal residents of the 50 United States and the District of Columbia who are 16 years of age or older at the time of entry. Employees, contractors, directors and officers of ASICS America Corporation (“Sponsor”), its parent, subsidiary and affiliated companies, distributors, licensees, licensee’s employees, manufacturers, web design, advertising, fulfillment, judging and sweepstakes agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Sweepstakes Parties”), and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to participate.

2. SWEEPSTAKES PERIOD: Sweepstakes begins on November 22, 2011 at 12:00:00 pm Pacific Time (“PT”) and ends on January 2, 2012 at 11:59:59 pm PT (the “Sweepstakes Period”). The Web Site clock is the official clock for this Sweepstakes.

3. TO ENTER: Log on to www.3point5.com (“Web Site”) during the Sweepstakes Period. Follow on-screen directions to properly complete the ASICS Training to receive one (1) entry into the Sweepstakes. Automated means of entry are prohibited. **Limit one (1) entry per person and/or email address throughout the Sweepstakes.** A valid e-mail address is required to enter. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arises regarding the identity of the entrant, the authorized subscriber of said e-mail account at the time of entry will be considered the entrant. “Authorized subscriber” is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.

4. PRIZES, DRAWINGS, ODDS AND APPROXIMATE RETAIL VALUE (“ARV”): Winners will be selected in a random drawing (“Drawing”) from all eligible entries received. Odds of winning a prize depend on the number of eligible entries received. Drawing will be conducted on or about weekly by a computerized randomization mechanism and shall be final and binding on all matters relating to the Sweepstakes. **Limit one (1) prize per person, household and/or email address.**

SIX (6) GRAND PRIZES: each an Apple iPad® 2. ARV: \$500.00.

5. GENERAL CONDITIONS: Winners are solely responsible for any taxes on their respective prizes, and the Grand Prize winner will be issued an IRS Form 1099 for the value of the prize. No cash equivalent or substitution of prizes is offered, except at the sole discretion of the Sponsor. No transfer of prizes will be permitted. By participating, entrants agree to these Official Rules and Sponsor’s Privacy Policy (available at www.asicsamerica.com/privacy/) which are final and binding in all respects. Unclaimed prizes will not be awarded. Grand prize winners will be notified by mail and will be required to complete, sign and return an Affidavit of Eligibility/Liability Release within ten (10) days of attempted notification or prize may be forfeited and awarded to an alternate winner. Prizes will be shipped via mail within 4 to 6 weeks of the end of the Sweepstakes Period. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Sweepstakes. **CAUTION: ANY ATTEMPT BY YOU OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of cancellation, Sponsor will award all prizes in a random drawing from all eligible entries received as of the time of cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of California, and all claims must be resolved in the federal or state courts of Orange County, California.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Sweepstakes Parties resulting from user’s participation in, attempt to participate in the

Sweepstakes, download of any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by the Sponsor or Sweepstakes Parties for technical problems or technical malfunction arising in connection with any of the following occurrences, without limitation, that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or Web Site; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor and the Sweepstakes Parties are not responsible for any personal injury or property damage or losses of any kind that may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Web Site or the download of any information from the Web Site. By participating in the Sweepstakes, the entrant thereby releases Sponsor and the Sweepstakes Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipient (and recipient's parent or legal guardian if a prize winner is considered an eligible minor in his/her state of residence) agrees to release and hold Sponsor, Sweepstakes Parties, and all of their respective officers, directors, employees, representatives and agents harmless from any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of a prize including but not limited to liability for taxes, duties or other levies assessed upon any of the prizes. Except where prohibited by law, winner grants (and agrees to confirm this grant in writing) permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes without additional compensation.

7. WINNERS LIST REQUEST: For list of winners, send a self-addressed, stamped envelope postmarked by January 6, 2012 and received by January 13, 2012 to: ASICS 33 Collection™ Sweepstakes Winners List Request, 29 Parker, Irvine, CA 92618.

8. SPONSOR: ASICS America Corporation, 29 Parker, Suite 100, Irvine, CA 92618.

iPad is a trademark of Apple, Inc. Apple, Inc. is not a sponsor of or affiliated with this Sweepstakes.