



Committed to American Workers

New Balance proudly relies on our manufacturing associates to produce a quarter of our North American footwear worn by consumers (approximately 7 million pairs of shoes) in the US each year.

We made our first pair of running shoes in 1938, and hold the distinction as the only company that still manufactures athletic shoes in the U.S. As a company, we are proud to invest in American workers who provide some of the greatest working spirit, commitment to advancement and ingenuity known in the industrial world. For us, Committed to American Workers is more than a slogan or viewpoint – it is the heart and “sole” of our company.

New Balance has proven that high quality athletic footwear can be produced competitively in America. We are proud of our heritage of domestic manufacturing and our strong commitment to American workers.

Many New Balance shoes are produced by our U.S. workforce using U.S. and imported materials. When possible, we obtain materials from domestic suppliers. At times, due to availability, economic or quality reasons, there is a need to import components from foreign sources. Where the domestic value is at least 70%, we have labeled the shoe “Made in USA.” Where it falls below 70%, we have qualified the label referencing domestic and imported materials. This determination is based in part on the Federal Trade Commission’s survey of consumers. The FTC’s analysis of the “Made in USA” issue can be found at FTC.gov or for a copy, write to New Balance, 20 Guest Street, Boston, MA, 02135, Attn: Communications.

For more information about New Balance products, please visit www.newbalance.com or call 1-800-253-SHOE.

###