



FACT SHEET

EXECUTIVE COMMITTEE

James (Jim) S. Davis, Chairman
Robert DeMartini, President and CEO
John Withee, Exec. Vice President and CFO
Alan Hed, Executive Vice President, International
Joe Preston, Exec. VP Global Footwear, Product & Mktg
Herb Spivak, Exec. V.P. Commercial Operations
Alan Rosen, Vice President & Treasurer
Edward Haddad, VP Intellectual Prop/Licensed Products
Bill Hayden, Vice President Finance
Kevin Holian, Vice President, Global Logistics
Carol O'Donnell, Vice President Corp. Human Resources
Stephanie Smith, Vice President Retail

Anne Davis, Vice Chairman & Executive VP Administration
John E. Larsen, President Emeritus/Advisor
David Crosier, Exec. Vice President, Value Chain
Kerry Kligerman, Executive Vice President, Apparel
Chris Quinn, Executive V.P., North American Sales
John Wilson, Executive Vice President Manufacturing
Jim Connors, VP Global Design & Development
Edith Harmon, Vice President Advanced Concepts
Paul Heffernan, Vice President, Consumer Experiences
Christine Madigan, Vice President, Responsible Leadership
Jim Sciabarrasi, Vice President Sourcing & Procurement
Peter Zappala, Vice President Key Account Sales

MISSION

Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host.

HISTORY

Founded by William Riley in 1906 as the New Balance Arch Company, in Boston, MA, New Balance manufactured arch supports and orthopedic shoes. New Balance made its first pair of running shoes in 1938, and during the 1950s and 60s, athletes increasingly turned to the company for customized running shoes due to New Balance's unique expertise in handcrafting specialized footwear. Paul Kidd bought the company in 1956 and increased the shoe-making sector as demand grew. Production of running shoes soon became the company's primary source of business. The New Balance "Trackster," one of the first running shoes made, grew very popular not only because of its technical innovation, but because it was available in a wide range of widths. In 1972, New Balance was purchased by current Chairman, James (Jim) S. Davis. Four years later, the New Balance 320 running shoe was rated number one on the market, which launched the company into worldwide prominence. Since then, New Balance has diversified into making a complete range of athletic shoes – as well as apparel and accessories - for a variety of athletic activities.

In 1998, NBAS acquired Dunham to expand into the rugged casual arena. In 2001, NBAS acquired PF Flyers to pursue the lifestyle market and new product was introduced in Spring 2003. A brand-new comfort performance footwear brand, Aravon®, was introduced at retail in Spring 2004. In early 2004, NBAS acquired Warrior Lacrosse, widely recognized as the world's most cutting edge manufacturer of lacrosse equipment, after introducing the Warrior "Burn" by New Balance lacrosse shoe. In 2005, Innovative Hockey was acquired to operate as a new division called Warrior Hockey. In August 2006, New Balance acquired Brine, Inc., a recognized industry leader in soccer, lacrosse, field hockey and volleyball. New Balance announced in December of 2007 that it had acquired the Vital Apparel Group, one of the leading active apparel companies in the United States. In 2008, New Balance opened a state-of-the-art Sports Research Lab in their Lawrence, MA facility. The Lab focuses on technology and product testing, innovation research and education. New Balance holds the distinction as the only athletic shoe company that currently manufactures footwear in the U.S. New Balance proudly relies on our manufacturing associates to produce 25% of our North American footwear shipments (approximately 7 million pairs of shoes) in the U.S. each year. The company also operates a manufacturing facility in Flimby, U.K. that services the European market with Made in the U.K. footwear.

Throughout the years, New Balance has maintained the same principles it was founded upon: superior customer service, a strong commitment to American workers and domestic manufacturing, and leadership in product fit and technological innovation. Please visit www.newbalance.com for more information.

PRODUCTS

New Balance

Footwear & Apparel for men, women and kids

Categories: Running, Outdoor, Wellness, Training, Tennis, Lifestyle, Team, Kids

New Balance licensed products

Brand Accessory Group— performance sport and active casual bags; running accessories

Eyewear Designs Ltd. - performance sunwear and optical frames

GoldToe/Moretz Sports – performance technology socks

Hickory Brands – shoelaces, shoe care, and recovery gear

Highgear/Implus –sports monitors

Klone Lab – sandals

SampCo-Dunham work boots

-more-

Dunham

Rugged Casual Footwear for men

PF Flyers

Lifestyle Footwear for men, women and kids

Aravon

Comfort Performance Footwear for women

Warrior Sports

Lacrosse and hockey equipment, apparel, footwear and accessories for men, women and youth

Brine

Soccer, lacrosse, field hockey and volleyball equipment, apparel, footwear and accessories for men, women and youth

FACILITIES**Boston, MA – 523 associates**

World Headquarters for New Balance
 Dunham, PF Flyers & Aravon
Manuf. Bipol/Polyurethane/Desma
Factory Store

Lawrence, MA – 652 associates

World Design Center: R&D, Process & Industrial
 Engineering, Purchasing/Procurement,
Manufacturing: Cut/Stitch/Last & Pack
 Raw Materials/Finished Goods/Warehouse
Sports Research Lab
Distribution Center
Factory Store

Norway, ME – 153 associates

Manufacturing: Lasting to Packing
Factory Store (Oxford, ME)

Skowhegan, ME – 356 associates

Manufacturing: Cut/Stitch/Last & Pack
 Raw Material/Finished Goods/Warehouse
Factory Store Creative Services, Web Development, Buying, Support

Norridgewock, ME – 346 associates

Manufacturing: Cut/Stitch/Last & Pack
 Raw Materials/Finished Goods

St. Louis, MO – 140 associates

NBwebexpress.com
 Customer Service, Warehouse

Warren, MI – 115 associates

Warrior Sports/Brine Headquarters

Long Island, NY – 28 associates

NB Apparel

Other U.S. Factory Stores– 143 associates
U.S. Tech Reps – 52 associates

Total number of U.S. Manufacturing/DC associates: 1,285

***Number of Manufacturing Associates at Flimby, U.K. facility: 225**

Total number of US associates: 2,508

Total number of International associates: 1,400

Total Number of Associates Worldwide: 3,908

2007 ANNUAL SALES

Domestic \$1.11 million
 Worldwide \$1.63 billion*

2008 ANNUAL SALES

Domestic \$1.08 million
 Worldwide \$1.64 billion*

2009 ANNUAL SALES

Domestic \$1.07 billion
 Worldwide \$1.65 billion*

**includes estimated sales by joint ventures and distributors*

The New Balance Foundation

Established in 1981, the New Balance Foundation has served a deeply held mission: to support charitable organizations whose humanitarian efforts work for the betterment of our children and communities. The heart of our focus is the prevention of childhood obesity. For more information, please visit www.newbalancefoundation.org.

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