



FACT SHEET

EXECUTIVE COMMITTEE

James (Jim) S. Davis, Chairman
Robert DeMartini, CEO
Jim Tompkins, President & COO
Herb Spivak, Exec. V.P. Commercial Opps.
Joe Preston, Exec. VP Global Footwear, Product & Mktg
Alan Hed, Executive Vice President, International
Alan Rosen, Vice President & Treasurer
Peter Zappala, Vice President Key Account Sales
Jim Connors, VP Global Design & Development
Edward Haddad, VP Intellectual Prop./Licensed Products
Bill Hayden, Vice President Finance
Edith Harmon, Vice President Advanced Concepts

Anne Davis, Vice Chairman & Executive VP Administration
John E. Larsen, President Emeritus/Advisor
John Withee, Exec. Vice President & CFO
John Wilson, Executive Vice President Manufacturing
Kerry Kligerman, Executive Vice President, Apparel
Chris Quinn, Executive V.P., North American Sales
Carol O'Donnell, Vice President Corp. Human Resources
Stephanie Smith, Vice President Retail
Jim Sciabarrasi, Vice President Sourcing & Procurement
Joe Clendenny, Vice President, NB St. Louis
Paul Heffernan, Vice President, Consumer Experiences

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. During the 1950s and 60s, athletes 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 Athletic Shoe, Inc. (NBAS) 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 without diluting the NB brand. In 2001, NBAS acquired PF Flyers to pursue the active 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, based in Milford, MA. 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, based in New York.

Throughout the years, New Balance has maintained the same principles it was founded upon: superior customer service, a commitment to domestic manufacturing, and leadership in technological innovation.

PRODUCTS

New Balance

Footwear:

Men's-size range: 6-20; width range: 2A-6E

Women's-size range: 5-13; width range: 2A-2ERunning, Walking, Tennis, Training, Basketball, Sandals, Cheer

Kids-size range: Grade/Pre; widths: M-XW

Running, Training, Tennis, Basketball, Outdoor, Athleisure,

Infants-size range 2-10; widths: M-XW

Inserts: men/women; sizes XS-2XL

Apparel:

Men's-size S-2XL; Women's-size XS-XL

New Balance licensed products

The Franco Apparel Group – performance and lifestyle kids apparel

Fitness Quest Inc. - cardio home exercise equipment

Eyewear Designs Ltd. - performance sunwear and optical frames

GoldToeMoretz Sports – performance technology socks

Hickory Brands – shoelaces, shoe care, and recovery gear

Packworks – performance sport and active casual bags; running accessories

Highgear –sports monitors

-more-

Dunham

Rugged Casual and Work Footwear for men - size range: 4-20; width range: B-4E

PF Flyers

Active Lifestyle Footwear - Unisex/Men's-size range: 4-16; width range: width standard, extra
Apparel - Designed by DDC USA. Men's and women's casual-wear.

Aravon

Comfort Performance Footwear for women - size range: 6-13; width range 2A-4E

Warrior Sports

Lacrosse and hockey equipment, apparel, footwear and accessories
Men's footwear size range 6.5-13; apparel size range: S-XXL
Women's footwear size range 5.5-11; apparel size range: S-L
Youth footwear size range 3-6

Brine

Soccer, lacrosse, field hockey and volleyball equipment, apparel, footwear and accessories
Men's footwear size range 6.5-13; apparel size range: S-XXL
Women's footwear size range 5.5-11; apparel size range: S-L
Youth footwear size range 3-6

FACILITIES**Boston, MA – 590 associates**

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

Lawrence, MA – 680 associates

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

Norway, ME – 205 associates

Manufacturing: Lasting to Packing
Factory Store

Skowhegan, ME – 375 associates

Manufacturing: Cut/Stitch/Last & Pack
Raw Material/Finished Goods/Warehouse
Factory Store

Norridgewock, ME – 390 associates

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

Ontario, CA – 12 associates

Distribution Center
Factory Store

Oxford, ME – 20 associates

Factory Store

Gilroy, CA – 12 associates

Factory Store

Mercedes, TX – 20 associates

Factory Store

Houston, TX – 20 associates

Factory Store

El Paso, TX – 15 associates

Factory Store

Milford, MA – 80 associates

Brine Headquarters

Long Island, NY – 100 associates

NB Apparel

Warren, MI – 115 associates

Warrior Headquarters

Global – 1,550 associates**Total Number of Associates Worldwide: 4,185****2005 ANNUAL SALES**

Domestic \$1.09 billion
Worldwide \$1.54 billion*

2006 ANNUAL SALES

Domestic \$1.08 billion
Worldwide \$1.55 billion*

2007 ANNUAL SALES

Domestic \$995 million
Worldwide \$1.63 billion*

**includes estimated sales by joint ventures and distributors*

Updated 1/09