**PRESSEMELDING**

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**Asics nye top modeler for Innebandy lanserses høsten 2011**

Høsten 2011 vil ASICS introdusere den første Innebandy kolleksjonen noensinne for men og kvinner. Disse produktene, GEL-Cyber Speed og GEL-Cyber Zorro, er spesielt utviklet og konstruert for sporten Innebandy. Innebandy kolleksjonen er testet av noen av verdens beste spillere og ASICS ambassadører inkludert Magnus Svensson (Sweden), Esa Jussila (Finland), Mikael Järvi (Finland) og Milan Fridrich (Czech Republic).

*Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.*

*shoe The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.*