



Brooks Sports, Inc. Fact Sheet

About Brooks	Brooks® Sports, Inc. is a leading running company that offers high-performance men's and women's running shoes, apparel, and accessories in more than 40 countries worldwide. Brooks' technically advanced running gear is designed to meet the needs of runners of all levels, from elite athletes to round-the-blockers. Entirely dedicated to the run, Brooks is committed to helping people run longer, farther, and faster, while enjoying a more pleasant running experience.
Mission	Brooks' mission is to inspire people to run and be active.
Product Technologies	<p>Brooks' product development teams—with expertise in biomechanics and engineering—ensure every product works to enhance comfort and aid in injury prevention. The company is recognized as an industry pioneer of many groundbreaking footwear technologies. A few highlights include:</p> <ul style="list-style-type: none">• MoGo – Proprietary midsole compound delivering increased cushioning, more energy return, and less fatigue—without sacrificing stability• BioMoGo – The first-ever biodegradable running shoe midsole, which upholds all the performance attributes of original MoGo; BioMoGo launches July 2008• Progressive Diagonal Rollbar (PDRB®) – A dual-density post engineered to control excessive pronation and create a stable, injury-free ride <p>Brooks' award-winning apparel line fuses function with fashion incorporating the best in high-performance fabrics, including:</p> <ul style="list-style-type: none">• HVAC – Silver-embedded fibers that thermally balance body temperature, transfer moisture, and kill 99.9 percent of bacteria within an hour of contact• Brooks Equilibrium – Advanced moisture-transfer technologies and proprietary fabrics that aid thermoregulation, without sacrificing comfort• Brooks Shelter – Technologies that protect against inclement weather conditions with water-resistant or water-proof fabrics, breathability for core comfort, and anatomically designed stretch construction
Athletes	Brooks supports athletes who embody its brand and help breathe new life into American distance running. Brooks' passion for the sport is demonstrated by its partnerships with the Hansons-Brooks Original Distance Project—including Brian Sell, a member of the 2008 U.S. Olympic Team—and renowned trail and ultra-runner Scott Jurek.
Management Team	<ul style="list-style-type: none">• Jim Weber, President and Chief Executive Officer• David Bohan, Executive Vice President and Chief Operating Officer• Hamish Stewart, Senior Vice President of Operations• Fritz Taylor, Senior Vice President of Footwear
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