

## Brooks Sports, Inc. Corporate Background



Brooks® Sports, Inc. is a leading running company that designs and markets a line of high-performance running shoes, apparel, and accessories in more than 40 countries worldwide. Entirely committed to the run, Brooks' passion has elevated the brand as a top choice among discerning runners of all abilities. But Brooks' path wasn't always so focused.

Brooks once built product for athletic and not-so-athletic endeavors of all types—from court and cleated shoes to value-based family footwear and apparel. But in 2001, Brooks' President and CEO Jim Weber spearheaded a strategic campaign to concentrate the business solely on the company's roots: the run.

Brooks strictly streamlined its product offering to include only performance running equipment and revamped its distribution strategy to sell predominantly through specialty retail. It was a risky move, but it worked. Now, the nearly century-old brand is on the fast track with strong sales momentum fueling its stride. In 2007, Brooks marked its sixth consecutive year of double-digit growth.

With a mission to inspire everyone to run and be active, Brooks delivers peak performance through product, service, and a cultural spirit that stays true to the run.

Brooks' biomechanics professionals, engineers, and industry scientists work to ensure all products meet the biomechanical needs of runners, enhance comfort, and aid in injury prevention. Sports medical professionals, media, and retailers worldwide praise Brooks for offering a full line of performance gear that caters to the head-to-toe product needs of runners of all levels, from elite athletes to round-the-blockers.

An industry leader, Brooks is responsible for unveiling many breakthrough footwear technologies. In 1975, Brooks pioneered the use of Ethylene Vinyl Acetate™ midsoles, becoming one of the first athletic shoe companies to use EVA, which is now an industry standard. Brooks' patented cushioning technology HydroFlow®—which functions like a hydraulic shock absorber upon impact—debuted in 1989, and Brooks introduced PDRB® in 2002 to control excessive pronation for a stable, injury-free ride. In 2006, Brooks tackled midsole innovation once again with the debut of MoGo, a midsole compound delivering increased cushioning, more energy return, and less fatigue—without sacrificing stability. The latest entrant to the midsole lineup, BioMoGo launches in July 2008 as the first-ever biodegradable running shoe midsole.

Not to be outdone, Brooks' award-winning apparel line fuses function with fashion by developing the best in high-performance fabrics including silver-infused HVAC, weather-fighting Element, thermoregulating Wanganui and L.S.D. Thermal featuring the first moisture-transfer poly fill. Complementing its apparel and footwear lines, Brooks' accessories focus on the athletic accoutrements that enhance the run. Brooks' hats, gloves, and socks are packed with technologies and design details like silver-laced, bacteria-killing fabrics, soft terry cloth wrist wipes, hidden key pockets, and glare-reducing cap bills.

Brooks pays special attention to the little things that matter. All products are designed with the runner in mind and are focused on helping people run longer, farther, faster, and with more enjoyment of the entire running experience.

Founded in 1914, Brooks is headquartered in Bothell, Wash., near Seattle.

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