

Brooks® Sports BioMoGo

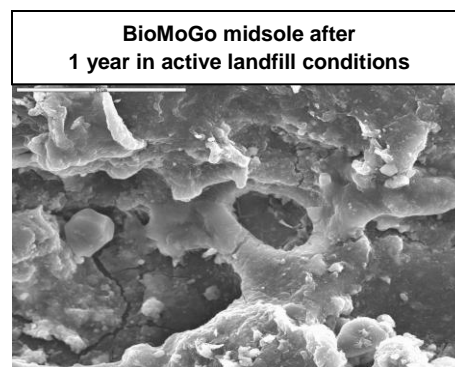
The first-ever biodegradable running shoe midsole

What is BioMoGo?

- Just one of the most exciting innovations to hit the sports industry! Brooks Sports has taken the long-lasting cushioning of the original MoGo midsole and made it more environmentally friendly by adding a non-toxic, natural additive that speeds up the rate of biodegradation.
- Traditional Ethylene Vinyl Acetate™ (EVA) midsoles can last up to 1,000 years in a landfill. BioMoGo can break down 50 times faster, biodegrading materials into reusable byproducts in about 20 years. That means that by 2028, Brooks expects to save 29.9 million pounds of landfill waste through the application of BioMoGo alone.
- In addition to landfill reduction, BioMoGo's production process is derived from the same Compression Molded Preform (CMP) midsole manufacturing process as its predecessor MoGo. CMP is an efficient, eco-friendly production method that reduces material waste by 50 percent and increases material consistency by 200 percent.

How it works

- BioMoGo midsoles include a non-toxic, natural additive that exponentially increases the rate of biodegradation by encouraging anaerobic microbes to biodegrade materials into reusable byproducts.
- Only when a BioMoGo midsole encounters the “triple convergence” of high microbial load, low oxygen, and adequate moisture in an enclosed landfill will it begin to break down into its component nutrients. This makes the carbon that was locked up in the original petroleum available for plants and animals to use for growth, creating a cradle-to-cradle sustainable product solution.
- BioMoGo's rapid breakdown can be viewed under high magnification soon after it hits an active, enclosed landfill:



Performance

- Offering all of the benefits of Brooks' industry-leading MoGo technology, BioMoGo provides runners more cushioning, more rebound, a softer first feel, less wear, and consistent performance across varied temperature ranges. Without losing durability or performance, BioMoGo significantly lessens environmental impact once retired shoes hit an enclosed landfill.

Availability

- BioMoGo will debut in the Trance™ 8 (pictured right), on store shelves July 1, 2008. All Brooks performance running shoes featuring MoGo will inherit groundbreaking BioMoGo by the end of 2009. And because Brooks believes in being agents of positive change, this technology will be treated as an “open source” innovation and will be shared with other footwear brands and industries.



Brooks Trance™ 8 (Men's)



Brooks Trance™ 8 (Women's)

Please visit Brooks Sports' “Green Room” at www.brooksrunning.com/greenroom for additional information about BioMoGo and other social responsibility and environmental stewardship programs from Brooks.

For more information, press only:

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