

Brooks Sports, Inc. Quick Business Stats



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. Since a strategic product and distribution refocus and leadership team shift that occurred in 2001, Brooks has posted six consecutive record years and tripled in size.

Here are some quick facts and figures that demonstrate how Brooks is poised to emerge from the pack and lead the running category.

- **Big brand promise.** Brooks conducts roughly 76 percent of its domestic business at specialty running stores, where discerning runners shop to receive best-of-breed service and quality performance products. Specialty retail stores routinely applaud Brooks for its focused channel dedication:
 - In 2007 Brooks' footwear market share increased one point for the third consecutive year to 19 percent, strengthening the brand's No. 2 position in this critical retail channel.
 - For the tenth consecutive season, Brooks was ranked No. 1 by Sports Marketing Surveys last fall for in-house customer service and product delivery in the specialty running channel.
 - For the second consecutive season, Brooks was ranked No. 1 last fall in Sports Marketing Surveys' Dealer Confidence Index, which measures specialty running retailers' overall impressions of each brand and the company it represents.
 - According to Leisure Trends, which began publishing data on the specialty running market in April 2007, Brooks ranked No. 2 at the close of last year in apparel market share with 13.6 percent in units.
- **Healthy sales growth.** In 2007, Brooks Sports grew overall brand sales revenue 17.5 percent. Domestic revenue saw a 20-percent jump relative to 2006, while international business pulled in an annual revenue increase in excess of 19 percent. "At-once" fill-in order trends, an indicator of retail sell-through of products, drew a 21-percent domestic increase over 2006. The Adrenaline™ GTS also became Brooks' first footwear style to sell more than 1 million pairs in a year, a significant milestone for a performance brand of Brooks' size.
- **Award winning products.** In early 2008 *Runner's World* and *Trail Runner* awarded the Cascadia 3 "Editor's Choice" and *Runner's World* named the Adrenaline™ GTS 8 "Best Buy." Additionally, *Runner's World* crowned the Trance™ 7 as "Editor's Choice" in its Fall 2007 Shoe Review.
- **Celebrating the run.** Brooks supports athletes who best fit the brand and help breathe new life into American distance running. Brooks' passion for runners, from elite athletes to round-the-blockers, is evident in its relationship with the Hansons-Brooks Original Distance Project—including Brian Sell, a member of the 2008 U.S. Olympic Team—and renowned ultra-marathoner Scott Jurek.
- **Only running, all the time.** Brooks is the only major athletic brand solely dedicated to building performance running equipment. This unwavering attention on head-to-toe gear solutions for all runners makes Brooks the most authentic running brand today.

Brooks is a registered trademark of Brooks Sports, Inc.

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