



## Brooks® Sports' All-New Defyance Claims Top Industry Prize

### Leading Running Brand's Shoe Debut Receives High Honors From *Runner's World* Editors

**Bothell, Wash. – May 13, 2008** – World-renowned running resource *Runner's World* honored the brand new Brooks Defyance with its coveted Editor's Choice award, an accolade rarely given to a debut shoe. The review, which heralds the Defyance as "a shoe that's soft, flexible and hugs the foot like a tight pair of jeans," is published in the Summer 2008 Shoe Review found in the June issue of *Runner's World* on newsstands now. The accolade marks the brand's fourth footwear award in nine months from the leading running magazine.

The Defyance, which launched April 1, offers the glove-like fit, famous feel, and smooth heel-to-toe transitions of Brooks' popular Adrenaline™ GTS, but caters to the neutral runner with the absence of a medial support post. *Runner's World* wear-testers raved about the shoe's comfort, and the publication's lab tests confirmed the Defyance is "substantially softer than the GTS 7." Technical information on the Defyance is available on [brooksrunning.com](http://brooksrunning.com).

"We are so pleased to receive such great recognition from *Runner's World* season after season," said Fritz Taylor, senior vice president of footwear at Brooks Sports, Inc. "Each Brooks shoe introduction is an opportunity for us to give runners gear that will make their runs more comfortable, more enjoyable, more suited to their biomechanical needs. We greatly respect this responsibility, and we're ecstatic the industry applauds our efforts toward delivering quality product."

In addition to media recognition, retailer excitement for the Defyance continues to mount. Currently, the number of Brooks retail partners with orders on the books to carry the Defyance in 2008 has increased by 88 percent relative to the number of retailers who initially adopted the Defyance in April when the shoe launched.

The Defyance is one of six all-new shoes Brooks will launch in 2008. The Infiniti and Switch, two generously cushioned, mild support shoes, launched in early 2008. Up next from Brooks is the Ghost, a high-end responsive neutral shoe, and two new styles for young feet—the Kids' Adrenaline™ GTS and Kids' Defyance.

#### **About Brooks**

Brooks Sports, Inc. is a leading running company that designs and markets a line of performance footwear, apparel and accessories in more than 40 countries worldwide. A subsidiary of Berkshire Hathaway Inc., Brooks was founded in 1914 and is headquartered in Bothell, Wash., near Seattle. The company's mission is to inspire everyone to run and be active by creating innovative gear that keeps them running longer, farther and faster. Visit [www.brooksrunning.com](http://www.brooksrunning.com) for more information.

**About *Runner's World*** Recognized as the worldwide authority on running information, the mission of Rodale's *Runner's World* is to inform, advise, and motivate runners of all ages and abilities. *Runner's World* aims to help runners achieve their personal health, fitness, and performance goals, and to inspire them with vivid, memorable storytelling. Currently *Runner's World* publishes nine international editions in 11 countries. *Runner's World's* companion Web site, [www.runnersworld.com](http://www.runnersworld.com), is the largest running community on the Internet, featuring interactive, searchable, and targeted content for runners of all ages and abilities.