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**NEW BALANCE PARTNERS WITH NATIONAL SCHOLASTIC SPORTS
FOUNDATION FOR THE NEW BALANCE OUTDOOR NATIONALS**

BOSTON, MA, March 1, 2010 – Global athletic leader **New Balance** is proud to announce an official multi-year partnership with the National Scholastic Sports Foundation (NSSF) in the Outdoor Nationals event, renamed the New Balance Outdoor Nationals. The event brings together the best outdoor track and field high school athletes from across the country for a weekend of intense competition.

“New Balance is thrilled to partner with the NSSF for the New Balance Outdoor Nationals,” said Josh Rowe, marketing manager, running at New Balance. “Being an official sponsor of this premier running event is an exciting way for us to reach out to and support the high school track and field running community and continue to highlight our innovative performance products and unique brand attributes.”

The National Scholastic Sports Foundation has operated the Outdoor Nationals since 1991. The event was held in Los Angeles, CA for the first three years (at University of California, Los Angeles), in Raleigh, NC for the next decade, through 2004 (at North Carolina State University) and has been held in Greensboro, NC (at North Carolina Agricultural & Technical State University) for the past five years. The meet is regarded as the unofficial High School National Championship in track and field.

“We are ecstatic to have New Balance as a partner,” said meet director Jim Spier. “We recognize and appreciate New Balance’s commitment to high school sports and look forward to working together to bring this event to a new level in the high school track and field world.”

This year the New Balance Outdoor Nationals will be held on June 17-19th in Greensboro, NC.

About New Balance

*New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4000 people around the globe, and in 2008 reported worldwide sales of \$1.64 billion. For more information please visit <http://www.newbalance.com>.**

About NSSF

The National Scholastic Sports Foundation is an organization dedicated to the support of junior age (sub-20) and high school track and field. Aside from offering support to the USATF Junior Track and Field and selected high school track and field meets, we own and operate the Nike Indoor Nationals, the New Balance Outdoor Nationals, and the Great American Cross Country Festival. For more information please visit: www.nationalscholastic.org.

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