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NEW BALANCE TO SCORE NEW BALANCE OUTDOOR NATIONALS AS BOTH A TEAM AND INDIVIDUAL EVENT

BOSTON, MA, May 27, 2010 – Global athletic leader **New Balance and the National Scholastic Sports Foundation (NSSF)** announced today that this June's New Balance Nationals (NBN) event will feature a team scoring element in addition to the individual championships. The event brings together the best outdoor track and field high school aged athletes from across the country for three days of intense competition.

"The team scoring element of the NBN will elevate the level of competition, generate additional excitement, and reward excellence at the program level, not just the individual level," said Josh Rowe, marketing manager, running at New Balance. "Team scoring also directly rewards coaches for their years of commitment to their student athletes and their programs."

Specifically, scoring at the New Balance Nationals will award points to the top 8 places (10-8-6-5-4-3-2-1) in each event. In a mock scoring of last year's meet, Withrow High School from Cincinnati, OH would have been crowned the victors on the girls' side and New Bern High School from New Bern, NC would have taken home the top honors for the boys.

New Balance will award trophies to the top three boys and girls teams, for a total of six trophies. New Balance will also award the top program for each gender with uniforms for the upcoming 2010-2011 season.

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.

This year the New Balance 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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