



## ASICS ANNOUNCES MAJOR TENNIS SIGNING

ASICS signs with #7 in the world, Matteo Berrettini



[January 12, 2022 – Kobe] – ASICS is proud to announce the signing of Matteo Berrettini. Finishing the 2021 season with a career high ranking of #7 in the ATP, Berrettini strengthens the ASICS tennis ambassador portfolio to kick-off the 2022 season.

*“I’m excited to be partnering with a brand like ASICS with over 70 years of high-performance brand heritage, and such a deep, and shared belief in the importance of supporting athletes. I feel very confident knowing I’ll take the court wearing ASICS footwear in 2022 and the years to come,” commented Matteo Berrettini.*

Berrettini has chosen to wear the GEL-RESOLUTION™ 8, designed for support and stability especially in side-to-side movement.

The GEL-RESOLUTION™ 8 was developed at the ASICS Institute of Sport Science in Kobe Japan. Launched in 2020, the tennis shoe quickly became a favorite amongst elite and amateur players for its ability to support and protect the foot while also remaining flexible enough to move to the net with ease.

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Anima Sana In Corpore Sano, meaning “A Sound Mind in a Sound Body,” is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit [www.asics.com](http://www.asics.com).



**PRESS RELEASE**

*“ASICS is the only brand I know that designs its tennis shoes based on playing style. For me, I need a lot of stability and support as an aggressive baseline player. I tested the GEL-RESOLUTION™ 8, and straight away felt I had found the ideal footwear to help me get to the next level. I’m looking forward to the season ahead,” continued Berrettini.*

*“ASICS is thrilled to announce the addition of Matteo Berrettini to our tennis family. Matteo brings good will, a successful and growing career and a positive mindset to the partnership. His energy and drive to improve will be a welcome addition to our entire organisation. Right away we hope to get him involved in product development, applying his unique experiences to our innovation and engineering teams in Japan. We’re proud to support Matteo during his journey on and off the court, and look forward to a successful and positive cooperation- ASICS Chairman and CEO Motoi Oyama.*

The GEL-RESOLUTION™ 8 is for sale now globally, please check local ASICS.com for availability.

**- ENDS -**

**NOTES FOR EDITOR**ABOUT ASICS

Headquartered in Kobe, Japan, ASICS is a leading designer, manufacturer and retailer of high-performance athletic footwear, apparel and accessories. Founded in 1949 by Kihachiro Onitsuka, the company name is derived from the Latin saying Anima Sana In Corpore Sano (“A Sound Mind in a Sound Body”), and this continues to guide the activities of the organization as a whole. ASICS has regional operations in Japan, the Americas, Europe, and Oceania, as well as South, East, and Southeast Asia, distributing products to over 150 countries and regions worldwide. The company also operates the Onitsuka Tiger classic footwear and HAGLÖFS outdoor brands.

ABOUT MATTEO BERRETINI

Born in Rome in 1996, Matteo *Berrettini* started playing tennis at the age of four. He made his ATP tour debut in 2017 and is now the number one ranked player in Italy, and number seven in the world after the 2021 season. He achieved this career high ranking after reaching the 2021 US Open quarter final, becoming the highest ranked Italian since Barazzutti in 1978. At the 2021 Wimbledon, *Berrettini* became the first Italian men’s singles finalist in tournament history and first Italian Grand Slam men’s singles finalist since Panatta at the 1976 Roland Garros.

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