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New Balance Associates in Maine Help Break Obesity Trend *Group Weight Loss Program Yields Significant Results*

June 7, 2010 – New Balance today announced the results of a 12-week group weight loss program through Marathon Health that were offered in Maine as part of New Balance’s overall commitment to the health and well-being of its associates.

For the two groups that met each week, 53 associates participated across the company’s three manufacturing plants in Norridgewock, Norway and Skowhegan. The total weight loss for the two groups was 662.5 pounds, with an average weight loss of 12.4 pounds per associate. Thirty-six associates achieved a reduction of 5% or more of total body weight.

“We recognize the high costs of obesity from both a personal and business level,” said Glenn Haskell, benefits manager at New Balance. “We are extremely proud of our Maine associates who have used the tools and coaching support available to them to make significant healthy lifestyle changes through the weight loss programs.”

According to a study published in the July 2009 health policy journal *Health Affairs*, the cost of healthcare for a person with a high body mass index (BMI) is approximately 42% or \$1,500 more than people within a normal weight range.

New Balance opened onsite health centers last year at each Maine facility that are managed and operated by Marathon Health to provide primary and preventative healthcare services at work. An important aspect of the services offered is health coaching to address health risks (obesity, inactivity, and smoking) that are associated with conditions such as diabetes, heart disease, and cancer.

As the only athletic shoe company that still manufactures a percentage of its footwear in the U.S., New Balance owns five manufacturing facilities in the US including Norridgewock, Norway and Skowhegan, Maine. The company currently employs more than 800 Maine associates.

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 4,000 people around the globe, and in 2009 reported worldwide sales of \$1.65 billion. For more information, please visit www.newbalance.com.

About Marathon Health

Marathon Health of Colchester, VT, offers a proven solution for helping employers reduce the total cost of healthcare. The Marathon Health approach integrates the best practices of onsite primary care, health assessment with risk identification, coaching and advocacy, and disease management for high cost chronic conditions. Marathon Health supports its unique model with an eHealth Portal delivering medical content, interactive diet and fitness tools, a personal health record, and an electronic medical record to manage care. For more information, please visit www.marathon-health.com.

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