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NEW BALANCE FOUNDATION TEAMS UP WITH ALFOND YOUTH CENTER

Waterville, ME, September, 2001 – The New Balance Foundation is pleased to announce the beginning of what they hope will be a long relationship with the Alfond Youth Center. The Foundation will kick off this support with a donation for the Center to use in its “Kids Kitchen” to purchase produce and perishables.

“We’re looking to make a significant difference at the Alfond Youth Center;” said Steve King, Regional Human Resources Manager in New Balance’s Skowhegan office, “which means we want to develop a relationship over time that impacts the children who attend the Alfond Youth Center.” King went on to say, “The New Balance Foundation’s goals are congruent with those of the Alfond Youth Center; we want to support children from disadvantaged circumstances to be the best they can.” King noted that in addition to donations, the Corporation also intends to support the Alfond Center using other means. “At New Balance, we want to do more than just write a check, we want to make a hands on difference”.

The Alfond Center’s CEO, Ken Walsh, agrees. “We couldn’t be more excited about how this will benefit our youth members. We look forward to developing a meaningful relationship that is mutually beneficial.”

The New Balance Foundation is a charitable foundation established and funded by New Balance Athletic Shoe, Inc. For more information about New Balance Foundation, log-on to the company’s web site at www.newbalance.com. Click on ‘Corporate’ then click on ‘Philanthropy’.

New Balance Athletic Shoe, Inc., headquartered in Boston, MA, is a leading manufacturer of technologically innovative width-sized footwear and athletic apparel for women, men and children. The range of product categories includes running, walking, cross training, basketball, tennis, adventure sports, and kids. Work and hiking boots, sandals, boat shoes, and rugged casuals are also available through the company’s Dunham Bootmakers division. Dunham joined the New Balance Family in Fall 1998. New Balance Athletic Shoe, Inc. employs more than 2400 people around the globe, and in 2000 reported worldwide sales of \$1.1 billion. For more information, visit www.newbalance.com.

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