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FOR IMMEDIATE RELEASE

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Western Mountains Foundation Teams with the New Balance Foundation on Maine Huts and Trails

Kingfield, Maine – Western Mountains Foundation today announced a \$500,000 gift to Maine Huts and Trails from the New Balance Foundation. This gift will make the New Balance Foundation the sponsor of the first hut, planned for construction in 2007 in Carrabassett Valley.

"Western Mountains Foundation is absolutely thrilled about this display of leadership and generosity by the New Balance Foundation. Their commitment to sustainable economic development as well as providing healthy recreation outlets in Maine is very evident through this gift. It's gratifying that a company with such a long history in Maine is making a significant contribution to Maine's future." says Bob Peixotto, Chairman, Western Mountains Foundation.

Upon completion, Maine Huts & Trails will consist of a 180-mile recreation corridor from Bethel to Moosehead Lake, with up to 12 huts with each designed to accommodate up to 40 guests.

"We are happy to promote outdoor health and fitness for Maine residents and visitors through the Maine Huts and Trails initiative," says Anne Davis, Vice Chairman of New Balance. "The Foundation looks forward to a future of programs aimed at providing positive, healthy experiences for kids while utilizing the new trail system."

New Balance Athletic Shoe, Inc. has three Maine manufacturing facilities in Norway, Norridgewock and Skowhegan and currently employs more than 900 associates.

"This gift from the New Balance Foundation will help us as we work to accomplish our Phase I goals of building thirty-six miles of trails between Carrabassett Valley and The Forks, building the first three huts, securing the northern half of our proposed corridor, and raising \$4.5M," says Dave Herring, Executive Director. "We are grateful for this generous gift and excited about working with the New Balance Foundation to help make Maine Huts and Trails a reality. Their gift brings our Phase I fundraising total to nearly \$4M."

Maine Huts & Trails was founded by Maine people with a vision for preserving Maine's naturally beautiful remote areas while providing outdoor access to the public. This network of huts, trails and waterway corridors will provide an unparalleled opportunity for present and future generations to enjoy the natural wonders of western Maine. Maine Huts & Trails is expected to be a significant economic engine in western Maine by attracting families, individuals, travel groups and schoolchildren to the area for outdoor recreation opportunities that are consistent with a conservation ethic. For more information, visit www.mainehuts.org.

The New Balance Foundation is a charitable foundation established and funded by New Balance Athletic Shoe, Inc. For more information about the New Balance Foundation, visit www.newbalancefoundation.org.

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