

NEW BALANCE PARTNERS WITH ROUSH YATES PERFORMANCE PARTS

Mooresville, NC (Feb. 1, 2010) –Global athletic leader New Balance (NB) has signed an exclusive agreement with Roush Yates Performance Parts (RYPP) to be the worldwide, exclusive distributor for brand's new 2010 NB 500 performance pit shoe.

RYPP will stock and distribute the 2010 version of the NB 500 shoe from the Roush Yates Performance Parts store located in Mooresville, NC.

Headquartered in Boston, New Balance has maintained the same principles it was founded upon in 1906: superior customer service, a strong commitment to American workers and domestic manufacturing, and leadership in product fit and technological innovation.

“We are proud to announce that Roush Yates Performance Parts has joined the New Balance team,” Steve Pettinelli, New Balance Business Development Director stated: “In searching for the perfect partner to distribute our high performance pit shoe, we selected Roush Yates Performance Parts due to their understanding of the racing market, leading capabilities, and strong reach into motorsports.”

RYPP stocks a full line of high performance automobile racing parts for sale to NASCAR's elite teams. The NB 500 is a natural progression of adding quality racing products to their lineup.

Doug Yates RYPP CEO stated: “We are extremely proud to be associated with a world class athletic brand like New Balance. I have been a long time supporter of New Balance shoes. There are many great performance aspects in the NB 500 pit shoe design and finished product. The athletes on pit road will definitely benefit from the technical features incorporated into this shoe.”

The NB 500 has been designed for maximum comfort with a state-of-the-art gripping outsole to give teams the flexibility, grip, and speed that crew members need to be the best on pit road. The NB 500 pit performance shoe is SFI rated at 3.3/5 and is specifically built for the top athletes on pit road.

Available March, 2010 at Roush Yates Performance Parts, 261 Rolling Hills Drive Mooresville, NC 28117. For more information contact: Terry Smith, New Balance Account Representative-@ RYPP tsmith@roushyates.com (877) 798-7977.

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 2008 reported worldwide sales of \$1.64 billion. For more information please visit www.newbalance.com.

NEW BALANCE 500 PIT PERFORMANCE SHOE #MS 500 MK

- Meets SFI
- Fire Retardant Suede
- Abzorb FL midsole for superior durability and comfort
- Full rubber sidewall wrap for support & reinforced in toe for durability
- Herringbone bottom tread design and superior rubber compound for traction and ground debris relief
- Molded sock insert with Polyiou –Open Cell “recycled” PU foam that is breathable, wicks moisture, fights odor & bacteria with Aegis anti-microbial
- Sizes: 8-12 w/half sizes & 13,14, 15, 16 whole size only