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FOR IMMEDIATE RELEASE

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**LOCAL BREAST CANCER SURVIVOR NAMED
HONORARY TEAM NEW BALANCE MEMBER**

Jackie Stalter has been named Honorary Team New Balance member for the upcoming Susan G. Komen Race for the Cure® to be held on Sunday, September 30, 2007 in downtown Toledo. Ms. Stalter is being honored for her personal perseverance against breast cancer and her dedication to raising breast cancer awareness.

As the honorary team member, Ms. Stalter has been outfitted with New Balance Lace Up for the Cure® shoes and apparel. She joins other individuals at more than 100 locations around the country hosting the Susan G. Komen Race for the Cure® in 2007.

“By participating in the Komen Race for the Cure® Ms. Stalter and her team members across the country are an inspiration to us all,” said Jim Davis, chairman and CEO of New Balance. “New Balance is proud of our 18 year association with Komen for the Cure®. As a company New Balance is dedicated to raising breast health awareness and working to find a cure for breast cancer.”

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982 that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world

The national sponsors of The Race include American Airlines, Coldwater Creek, Yoplait, Ford, Energizer, New Balance, Quilted Northern Ultra, SunChips, RE/MAX and Zeta Tau Alpha.

New Balance is headquartered in Boston, MA and is a leading manufacturer of technologically innovative width-sized performance footwear and athletic apparel for women, men and children. The range of product categories includes running, walking, training, basketball, tennis, cleated and kids. New Balance Athletic Shoe, Inc. employs more than 2,800 people around the globe. For more information please visit www.newbalance.com.

For information on the Komen Northwest Ohio affiliate, please visit www.komennwohio.org. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800-I'M AWARE.

The Komen Northwest Ohio Affiliate serves the counties of Allen, Auglaize, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Van Wert, Williams, Wood and Monroe, MI.

Breast cancer knows no boundaries, be it age, gender, socio-economic status or geographic location.