

FOR IMMEDIATE RELEASE

NEW BALANCE ANNOUNCES LICENSE AGREEMENT FOR HEALTHCARE APPAREL WITH GREYHUNT HOLDINGS

Boston, MA – New Balance Athletic Shoe, Inc. announced that it has signed a license agreement with GreyHunt Holdings for healthcare apparel. GreyHunt Holdings will manufacture, market, sell and distribute New Balance performance healthcare apparel to the uniform retailing marketplace. GreyHunt Holdings is a privately owned healthcare apparel company. GreyHunt Holdings is best known for its GelScrubs product line, the market leader in collegiate licensed medical apparel with over 250 official NCAA college & university medical apparel licenses.

“Healthcare workers and nurses have long been strong supporters of the New Balance brand. This partnership enables New Balance to better serve healthcare workers by bringing the first true performance healthcare apparel product to the uniform market,” said John Cullen, General Manager Global Licensing and Brand Extension for New Balance. “GreyHunt Holdings’ core values of quality, integrity and customer service are a good fit with New Balance’s long-standing corporate philosophies.”

The New Balance performance healthcare apparel line will debut in Fall 2010. The uniform line will bridge the gap between performance apparel and medical apparel, providing healthcare workers with a revolutionary product that recognizes their active work lifestyle and the unique requirements they have on a daily basis in a healthcare setting.

“New Balance is a powerful global brand well-known among healthcare uniform consumers. We believe this is the most universally recognizable brand to enter our marketplace,” said David M. Hunt, CEO of GreyHunt Holdings. “We are confident that the end consumer will be excited to wear New Balance healthcare apparel given New Balance’s strong reputation for quality, superior fit, and style. The product will feature a new ‘modern performance fit’, a dynamic technical fabric called PerforMed, and feature-rich characteristics new to the uniform marketplace. We’re pleased to have the opportunity to partner with New Balance to bring this revolutionary product to market.”

About New Balance

New Balance, headquartered in Boston, MA has the following mission: demonstrating responsible leadership, we build global brands that consumers 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 GreyHunt Holdings

GreyHunt Holdings, under its GelScrubs brand name, is the leading provider of collegiate licensed medical apparel to the healthcare industry. With over 250 official NCAA college & university medical apparel licenses, Gelscrubs sells medical apparel to over 1,300 retailers nationwide.

Contact: Robin Hardrick, 312-243-4612 x211, rhardrick@gelscrubs.com