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**NEW BALANCE UNVEILS NEW STORE DESIGN
AT MASHPEE AND CANTON STORES**

BOSTON, August 1, 2007 – **New Balance** will debut its latest retail store design with the grand opening of a new store in Mashpee, MA and the refurbishment of an existing store in Canton, OH. The new store design will highlight New Balance’s performance technologies, product offerings, rich history and brand integrity while incorporating sustainable materials.

Created by WD Partners of Columbus, OH, the new store concept is organized by athletic activity, allowing consumers to locate specific products easily. In addition, the design will include product testing journals created by New Balance’s wear test program that contain real stories and insight about the development of New Balance technology and footwear.

To portray the unique culture and history of New Balance, historical images, technology displays and other New Balance graphics will be showcased throughout the store.

New Balance is committed to being environmentally responsible. The new design concept utilizes materials and finishes with a lower environmental impact whenever possible. This includes low VOC (Volatile Organic Compound) paints, which are less harmful to environmental health; slat wall constructed from Dakota Burl, a composite material made out of sunflower seed husks; Durat recycled plastic cash wrap counters; and energy efficient lighting.

“The new store design highlights New Balance’s dedication to providing technologically innovative products and the company’s commitment to lowering its environmental impact,” says Kirsten Marchand, New Balance Store Planner.

New Balance Mashpee store will be located in the North Market Street Section of Mashpee Commons (4 doors down from Super Stop & Shop). The store will celebrate its grand opening August 9th – 12th with raffles to win shoes each day, a free gift with every purchase and the chance to win \$500 shopping spree at the store.

New Balance Canton is located ...The store will re-open its doors on August 7th.

Both stores will offer a complete line of New Balance performance footwear specifically designed for athletic activities such as running, walking, tennis, training and basketball. Styles for men, women and kids are available in widths ranging from 4A to 6E, and the store will also feature a full line of New Balance high-performance apparel and athletic accessories. The store will carry a full line of Dunham rugged casual footwear as well as Aravon® comfort performance footwear. All New Balance retail stores are independently owned and operated.

New Balance, headquartered in Boston, MA, 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, and in 2006 reported worldwide sales of \$1.55 billion. For more information please visit <http://www.newbalance.com>.