

## Corporate Timeline

- 1914 – Brooks is established Brooks in Philadelphia, PA.
- 1917 – Brooks designs fashionable bathing shoes as its first footwear initiative.
- 1930 – Brooks develops Natural Bend Arch Support.
- 1930 – Brooks' football shoes become extremely popular among professional players during the '30s.
- 1938 – Brooks designs Pedicraft children's shoes, a first step to a long history of product development that meets standards of Pedorthic footwear and sports medicine practitioners.
- 1957 – Brooks becomes Brooks Shoe Manufacturing Company, Inc.
- 1975 – Brooks pioneers the use of Ethylene Vinyl Acetate™ midsoles, becoming one of the first athletic shoe companies to use EVA, which is now an industry standard.
- 1976 – Brooks' first high-performance running shoe, the Villanova, is released. Brooks collaborated with world-class runner and Villanova graduate, Marty Liquori, and other consultants.
- 1976 – Brooks introduces Varus Wedge, a unique dual-density midsole.
- 1977 – Vantage, the first running shoe on the market to address overpronation, is released. Shoe receives the coveted Five-Star Award from *Runner's World*.
- 1979 – World Champion Pittsburgh Pirates wear Brooks' baseball shoes. Brooks remains the technical leader in cleated footwear.
- 1981 – Brooks' running apparel is first introduced.
- 1982 – The Chariot is released and features Brooks' innovative Diagonal Rollbar (DRB®) technology, a breakthrough motion-control system.
- 1983 – Brooks athlete Greg Meyer wins the Boston Marathon in 2:09:00 – the last year an American runner places first.
- 1984 – *Runner's World* names Brooks' Chariot "Best New Model."
- 1985 – Brooks is one of the first shoe manufacturers to introduce walking shoes, leading with the Brooks Strider.
- 1986 – Brooks introduces Kinetic Wedge, a soft material used in forefoot of the shoe.
- 1987 – "Brooks for Women" footwear line is released, offering the first anatomically correct shoe for women.
- 1987 – Two-time cross-country world champion Zola Budd wears Brooks footwear.
- 1987 – Brooks expands internationally, and is now in more than 40 countries worldwide.

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- 1989 – Brooks introduces new shoe cushioning technology called HydroFlow<sup>®</sup>, a unique design that functions like a hydraulic shock absorber reacting uniquely to a runner's weight and gait.
- 1991 – Brooks is awarded the American Podiatric Medical Association Seal of Acceptance for HydroFlow.
- 1992 – Brooks unleashes the Beast<sup>®</sup> – the most regarded motion-control running shoe in the industry.
- 1993 – Brooks moves its headquarters to Seattle, Wash., and changes its corporate name to Brooks Sports, Inc.
- 1994 – The Adrenaline™ GTS, featuring strong stability and flexibility, is released and will soon become a Brooks franchise shoe.
- 1995 – Brooks introduces another breakthrough outsole/midsole technology – Podular Technology – which allows the shoe to flex more naturally and supports at critical points.
- 1995 – The Radius is unveiled as Brooks' first true cushioning shoe.
- 1999 – Brooks develops another important shoe technology, Substance 257, which is a midsole material that provides enhanced durability and cushioning.
- 2001 – Brooks makes strategic decision to focus exclusively on running equipment and shift its distribution focus to specialty retail.
- 2002 – *Running Network* awards Brooks' Beast and Ariel<sup>®</sup> with a Gold Medal for their technology.
- 2002 – Brooks' Adrenaline GTS receives *Runner's World's* "Best Update Award" and a Gold Medal for "Best Renovation" by *Running Network*.
- 2003 – Brooks enters into five-year partnership with Hansons Olympic Distance Project, now known as Brooks-Hansons Olympic Distance Project (ODP), to help revive the U.S. as a distance running powerhouse.
- 2003 – In a specialty retail survey by Sports Marketing Surveys USA, Brooks ranks #1 in the overall **Brand Ratings index, which analyzes athletic footwear brands on various company and product attributes to determine their levels of performance in the market.**
- 2003 – Brooks announces groundbreaking licensing agreement with Marine Corps Marathon (MCM), celebrating its fifth year anniversary as MCM's footwear and apparel sponsor.
- 2004 – Brooks unveils its innovative e-Fusion Technology, a unique system of material compound technologies, creating one of the most energy-returning rides in the country.
- 2004 – Brooks' Epiphany receives "Best New Shoe" from *Running Network*, while the Adrenaline ASR™ receives *Runner's World's* "Editor's Choice Award" for best trail running shoe.
- 2004 – Brooks announces a product development partnership with Scott Jurek, one of the world's finest ultra-and trail marathon runners. Jurek becomes the only six-time winner of the Western States Endurance 100 Mile race.

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- 2004 – Significant for its size, Brooks ranks as the #2 brand in Market Share in a specialty retail survey by Sports Marketing Surveys USA. Brooks also receives Fleet Feet's coveted "Vendor of the Year" award for the third year running.
- 2004 – Brooks blurs the lines between advertising and art with the launch of its new global advertising campaign entitled, "Run world, run.™"
- 2004 – Brooks is acquired by Russell Corporation, a global leader in the sporting goods industry with more than a century of success.
- 2005 – Brooks launches e-commerce shopping functionality—taking a unique approach by using its retail partners for order fulfillment—on its consumer Web site, brooksrunning.com.
- 2005 – For the sixth consecutive selling season, Brooks led the running brand pack with No. 1 ratings for in-house customer service, product delivery and sales rep support (as reported in a specialty retail survey by Sports Marketing Surveys).
- 2005 – Brooks athlete and product consultant Scott Jurek logged his seventh consecutive victory at the famed Western States 100 Mile Endurance. Two weeks later, he made his debut and set a new course record at the Badwater Ultramarathon, a grueling 135-mile race through the land of visible heat—Death Valley, Calif.
- 2006 – The Brooks-Hansons ODP team demonstrated its role as a leading force in the resurgence of American marathoning at the world renowned Boston Marathon. Six members of the Michigan-based team finished in the top 20 (men's race).
- 2006 – Brooks becomes a subsidiary of portfolio powerhouse Berkshire Hathaway Inc., owned and operated by investment magnate Warren Buffett.
- 2006 – Brooks launches its new MoGo midsole technology, a revolutionary compound delivering a "longer first feel" without sacrificing stability. MoGo offers a 40 percent increase in cushioning, 22 percent more energy return and 33 percent less fatigue.
- 2006 – *Runner's World* magazine's global editors, publishers and subscribers honor Brooks with an awards trifecta: "Best Innovation" for the use of environmentally friendly materials (HPR Green) and manufacturing processes that reduce material waste; "Brand Blazer" for fastest growing brand since 2002; and "Best Buy" for the Vapor 7.

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