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Contacts:

Tamara Hills
Brooks Sports, Inc.
425-489-2444
tamara.hills@brooksrunning.com

Lincoln Davis
Edelman
206-268-2234
lincoln.davis@edelman.com

Brooks Sports® Appoints Industry Vet Nenow to Exec Role Merchandising Muscle Strengthens Performance Running Company's Award-Winning Footwear Team

Bothell, Wash. – Feb. 28, 2006 – Brooks Sports, Inc., a leading running company headquartered in Bothell, Wash., today announces sports merchandising maven and running legend Mark Nenow joins Brooks as vice president of global footwear merchandising.

Bolstering Brooks' executive management team, Nenow arrives with more than 20 years of industry experience and a decorated track record both in and out of the office. His professional history boasts an impressive and robust list of sports marketing and product line management experiences with brands such as Nike Inc. and Asics Tiger Corporation, while his running career shines with World and American Records in the 10,000 meters.

Nenow joins a passionate team of running footwear designers, developers and advanced concepts professionals. His principal area of focus includes managing global merchandising and business planning of all Brooks' footwear from the product brief stage through introduction into the marketplace.

"Mark is an exceptional addition to our Brooks team on so many levels," said Jim Weber, president and CEO of Brooks. "With his professional background and personal running accomplishments, he'll give us unique insight and seasoned guidance toward global planning, development and merchandising of our entire performance running footwear collection."

Prior to his Brooks appointment, Nenow served as global footwear product director for Nike's ACG footwear division. Before assuming that position in 1996, he held various product line management and marketing positions for Nike's Running, Trail Running, Distance Running, and Track & Field divisions.

Preceding his extensive tenure at Nike, Nenow spent three years with Asics as a category business planner in the Running division, and earlier a sports marketing and promotions manager for its Running, Racing and Track & Field division.

In addition to aforementioned career moves, Nenow served as an athlete contract consultant to athletic footwear and apparel companies including Nike, Puma and Asics, as well as to other notable consumer product companies such as Levi Straus, Pepsi, IBM and Kodak.

Rounding out his running resume, Nenow also worked in various running specialty retail stores through the years, connecting directly with Brooks' core customers on the floor level to best ascertain their performance gear needs.

(more)

About Brooks

Brooks Sports, Inc. is a leading running company that designs and markets a line of performance footwear, apparel and accessories in more than 40 countries worldwide. Part of the Russell Corporation (NYSE: RML), Brooks was founded in 1914 and is headquartered in Bothell, Wash., near Seattle. The company's mission is to inspire people to run and be active by creating innovative gear that keeps them running longer, farther and faster. Visit www.brooksrunning.com for more information.

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