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RYKA ANNOUNCES BUSINESS PARTNERSHIP WITH KELLY RIPA

Signature Footwear and Apparel Collection to Debut in Fall 2008

Aliso Viejo, Calif. (January 16, 2008) – Ryka, the leader in performance fitness products for women, today announces a business partnership with Kelly Ripa. Ripa will co-design a footwear and apparel collection to include active and lifestyle products and will serve as Ryka’s official spokesperson effective immediately.



“Ryka selected Kelly Ripa to represent the brand because of her commitment to leading an active, healthy lifestyle,” said Katie Clifford, Ryka Marketing Manager. “Kelly is the quintessential Ryka woman: she balances a hectic schedule and still manages to maintain a well-rounded fitness routine as a priority. We are thrilled to have her as a part of our creative team.”

The 3-year partnership, the first-ever footwear and apparel deal for Ripa, includes print ad campaigns, online programs and in-store point of purchase packages starting this spring.

The initial line in fall '08 will feature a multisport shoe designed for running, crosstraining and studio workouts, plus several lifestyle shoes. Set to expand each season, the debut collection will also feature apparel with technical and modern design details. All products will be created specifically to fit a woman’s body with exceptional comfort

and performance in mind.

“I am excited to be partnering with Ryka to create a line of fitness products exclusively for women,” said Kelly Ripa. “Leading a healthy lifestyle has had an immeasurable impact on all aspects of my life so to be able to share this passion with other women through the products I design with Ryka will be amazing.”

Additional information on Ripa’s fall collection, including pricing and product style details, will be released soon. The complete line will be available at retail locations nationwide and internationally starting in August '08.

About American Sporting Goods

American Sporting Goods (ASG) is a manufacturer of performance athletic footwear and apparel based out of Aliso Viejo, Calif. Brands under the ASG umbrella include Ryka, Avia, And 1, Nevados, Yukon, NSS, APEX, Turntec and Triple Five Soul.

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