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For immediate release

Hickory, NC –Glenda Verbos has been named Honorary Team New Balance member for the upcoming Susan G. Komen NC Foothills Race for the Cure® on October 16, 2010.

Glenda is being honored for her personal perseverance against breast cancer and her dedication to raising breast cancer awareness. May of 2004 was Glenda's first direct exposure to breast cancer. When her yearly mammogram showed an abnormality, at first she wasn't that concerned due to her history of scar tissue. Following a second mammogram, biopsy and lumpectomy, she was diagnosed with Ductal Carcinoma In Situ, stage 1. In August 2004, Glenda had a mastectomy, followed by treatment with medication and close medical follow ups.

Early diagnosis in Glenda's case was a life saver. She feels very lucky to have been diagnosed early, making her cancer much easier to treat successfully. Her case reinforces the importance of yearly mammograms.

After Glenda's battle with breast cancer, she and her husband connected with the NC Foothills Affiliate of Susan G. Komen for the Cure®. They organized a golf fundraiser to raise money for the Affiliate's use for breast cancer awareness and education. Glenda formed a Komen Race for the Cure team and has consistently participated in the event every year since her diagnosis. She is also involved as an Affiliate volunteer.

As the honorary team member, Glenda has been outfitted with New Balance Lace Up for the Cure® shoes and apparel. She joins other individuals at more than 120 locations around the country, hosting the Susan G. Komen Race for the Cure® in 2010.

"By participating in the Susan G. Komen Race for the Cure®, Glenda and her team members across the country are an inspiration to us all," said Rob DeMartini CEO of New Balance Athletic Shoe, Inc. "New Balance is proud of our 21 year association with Susan G.

Komen for the Cure®. As a company, New Balance is dedicated to promoting physical fitness and healthy lifestyles as a way to reduce the risk of breast cancer.”

Susan G. Komen for the Cure® is one of the nation’s largest private funders of breast cancer research and community outreach programs dedicated solely to breast cancer. In addition to research, volunteers work through local Affiliates and Susan G. Komen Race for the Cure® events to fund education, screening and treatment projects in communities across the country.

For more information about Komen for the Cure, please call, [1-877 GO KOMEN](tel:1-877-GO-KOMEN) or log onto www.komen.org. For more information about the Susan G. Komen NC Foothills Race for the Cure®, or to learn more about Glenda, contact the Komen NC Foothills Race at 828-328-CURE.

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4000 people around the globe, and in 2008 reported worldwide sales of \$1.64 billion. For more information please visit <http://www.newbalance.com>

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