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## ASICS Acquires FitnessKeeper, Operator of Boston-Based Runkeeper App

FEBRUARY 12, 2016

ASICS Corporation today announced that it has entered into an agreement to acquire FitnessKeeper, Inc., the operator of fitness tracking app “Runkeeper”—an application that can track and record fitness activities such as running, walking and cycling through GPS on smartphone devices.

WilmerHale is representing ASICS in this transaction, with Partners [Jason Kropp](#) and [Hal Leibowitz](#) leading the team that included Partners [Jeff Johnson](#), [Scott Kilgore](#), [Joe Mueller](#), [Amy Null](#), [Julie Hogan Rodgers](#) and [Heather Zachary](#); Special Counsel [Jeff Ayer](#); Senior Associate [Livingston Miller](#); and Associates [Alex Civetta](#), [Britt Eichner](#), and [Leah Segal](#).

Read ASICS' formal [press release](#) for more information.