



PRESS RELEASE

Nike Supports Fight Against Cancer by Launching The Kay Yow Collection

ATLANTA, Ga. (February 9, 2009) -- The Kay Yow/WBCA Cancer Fund™, in partnership with The V Foundation, announces the launch of the Nike Kay Yow Collection. Nike, a founding partner of the Kay Yow/WBCA Cancer Fund, has created a special collection of footwear, apparel and equipment to contribute to the Fund while bringing awareness to the fight against cancer.

"Nike is honored to be able to continue to celebrate the legacy of Kay Yow while also helping to battle the very disease that took her life. As a founding partner of the Kay Yow/WBCA Cancer Fund, we are committed to doing everything we can to raise funding and awareness to help find a cure for cancer," said Jill Pizzotti, Nike Women's College Basketball Manager.

The Kay Yow Collection was made available at www.NikeStore.com beginning February 5, 2009. Beginning February 9, 2009, the collection will also be available at Niketown locations in Chicago, Las Vegas, New York and San Francisco; Dick's Sporting Goods in North Carolina; Foot Locker House of Hoops locations in Chicago, Los Angeles and New York; and www.Eastbay.com.

The collection will commemorate the late Kay Yow during the WBCA Pink Zone™ and ESPN's February Frenzy, a special time where fans nationwide will see their favorite collegiate teams sporting limited edition, pink-themed uniforms and footwear.

In addition to being a founding partner of the Kay Yow/WBCA Cancer Fund, Nike was the inaugural presenting sponsor of the 4Kay Golf Classic, which was held in September 2008.

The Kay Yow/WBCA Cancer Fund, in partnership with The V Foundation for Cancer Research, will raise money in the fight against women's cancers. The late Kay Yow, former N.C. State University head women's basketball coach, was a past president and founding member of the WBCA, and served as a leader and a galvanizing voice for the Association. Donations can be made at www.JimmyV.org or by calling 1-800-4JimmyV. All donations are tax deductible.

About Nike

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include

Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, visit www.nikebiz.com.

About the Kay Yow/WBCA Cancer Fund™

The Kay Yow/WBCA Cancer Fund™ is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. Donations can be made at www.JimmyV.org or by calling 1-800-4JimmyV. All donations are tax deductible.