

NIKE, INC. LAUNCHES NEW NIKE+ APP

ACCELERATES PERSONALIZED PERFORMANCE WITH DEBUT OF DIGITAL STUDIO IN NYC

BEAVERTON, Ore., Aug. 2, 2016 – NIKE, Inc. (NYSE:NKE) today launched its anticipated new Nike+ app, which gives athletes personal access to Nike’s signature services, including its most-coveted products, expert guidance and live events, all in one easy-to-access place, as only Nike can do. Nike also announced that it will open its first digital studio in NYC, focused on accelerating the company’s digital connection to consumers.

“Our consumers want instant access to the best of Nike and we’re excited to be offering expanded Nike+ services, personalized to athletes everywhere,” said Trevor Edwards, President, Nike Brand. “Digital enables us to better serve our consumers across our business and we will continue to invest in our digital portfolio of services and connect with athletes anytime, anywhere.”

Available today on [iOS](#) and [Android](#) in the US, the Nike+ app is a personalized service providing consumers with easy access to the best of Nike. The Nike+ app adapts to each consumer’s preferences — serving up the best, most relevant product recommendations as well as access to NIKEiD customization options within the personal store. Consumers will receive *Nike+ Reserved For You* invitations comprised of special products and events selected and set aside for them based on their preferences. The app also features a personalized feed with curated stories, created by world class athletes, experts and the Nike brand, all tailored to their interests.

By downloading the app, consumers can become Nike+ members, unlocking benefits like free shipping and 30-day product trials. Additionally, consumers can book Nike+ Training Club and Nike+ Run Club live sessions, spots at special Nike events or Nike+ 1:1’s with experts in-store, through the app.

To accelerate its commitment to digital innovation, Nike will open a new digital studio based in New York City, focused on pioneering engaging, consumer experiences across the Nike Digital portfolio. The digital studio will house a newly acquired team of talented tech entrepreneurs, formerly of Virgin Mega, who will initially work on expanding the community and functionality of Nike’s core mobile experiences to better serve athletes everywhere. This team of mobile experts is at the center of technology, culture and commerce and will enable Nike to capitalize on the latest market and consumer opportunities.

“I’m excited about the expertise that the NYC digital studio will bring to Nike,” said Adam Sussman, Nike’s VP and Chief Digital Officer. “This new team will greatly advance our efforts to build strong, authentic connections to our consumers by delivering fun, innovative experiences, easy access to our products, and robust community engagement.”

The Nike+ app is available today on iOS and Android in the US. For more information on Nike+ go to [Nike.com](#).

[About NIKE, Inc.](#) 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, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, Nike’s earnings

releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow @Nike.