



Nike Unveils New Spring/Summer 2015 Women's Collections, Connects with 65 Million Women Across Global Digital Community

*New Product Innovations Help Accelerate Women's Business Growth to Reach \$7B in Revenue by FY17**

NEW YORK (October 22, 2014) – Nike (NYSE: NKE) today unveiled its new Spring/Summer 2015 Women's collections in New York City with 27 of the world's top athletes, showcasing a breadth of performance and lifestyle products as well as digital services as the company continues to accelerate growth within its women's business.

"Sport and fitness are powering a new lifestyle shift for women around the world," says Mark Parker, President & CEO of NIKE, Inc. "Our relationship with our digital community of 65 million women, coupled with great product innovation, is driving our momentum and we expect to add another \$2 billion in revenue to reach \$7 billion by FY17."*

Women all over the world are choosing to work out and run with Nike. The Nike+ Training Club App for women has been downloaded 16 million times and 9 million women have downloaded the Nike+ Running App. The Nike+ digital community is a global ecosystem of inspiration and optimism, using knowledge and community to motivate. By offering athletes at every level a better understanding of themselves, Nike serves as the direct link between the female consumer and her goals.

Nike's Spring/Summer 2015 Women's collections feature new performance looks and designer collaborations catering to every element of a modern woman's athletic lifestyle. These include new products across Nike's running, training and sportswear categories, ranging from high-performance tights to Nike Flyknit footwear to innovative new sports bras.

The global lineup of athletes in New York included Olympic gold medalists Allyson Felix, Sanya Richards-Ross and Adelina Sotnikova; two-time tennis Grand Slam champion Li Na; and professional basketball star Skylar Diggins.

Nike also revealed its collaboration with Brazilian designer Pedro Lourenço, a collection of training apparel and footwear that blends performance with a unique interpretation of style.

"With such an explosion of creativity in sport and a growing lifestyle that seamlessly integrates her run and workout with the rest of her day, Nike has never been better positioned for growth," says Amy Montagne, VP/GM of Nike Women. "Today we're introducing the most comprehensive and innovative women's collection Nike has ever

created.”

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Ore., 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.

- * *The marked paragraphs contain forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially. These risks and uncertainties are detailed from time to time in reports filed by NIKE with the S.E.C., including Forms 8-K, 10-Q, and 10-K.*