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New York Media Relations
(212) 367-4447**

NIKE INTRODUCES US OPEN COMPETITION LOOKS FOR SERENA WILLIAMS, ROGER FEDERER, RAFAEL NADAL AND MARIA SHARAPOVA

Big Apple-Inspired Apparel Unveiled as Federer, Williams, Nadal and Tennis Great John McEnroe Greet Fans at Manhattan Unveil

BEAVERTON, Ore. (August 26, 2009) – As excitement builds for the season ending grand slam, NIKE, Inc. (NYSE:NKE) today unveiled its US Open apparel and footwear for Roger Federer, Rafael Nadal, Maria Sharapova and Serena Williams at a Nike-built, regulation-sized tennis court in the heart of Manhattan.

At the temporary court, located at 23rd Street and Broadway, tennis fans and youth from New York Junior Tennis League, Athletes for Charity, New York City Parks Foundation and Mentoring USA were treated to inspirational tennis tips and guidance from Federer, Nadal, Williams, and McEnroe. A youth representative from each organization had a chance to win a donation for their local group by returning balls from a tennis simulator set to mimic pro shots. The chance to hit against the simulator was also open to the public.

“This is an exciting opportunity to bring the thrill of the US Open directly to tennis fans in New York,” said tennis icon John McEnroe. “Providing a platform for kids to experience the beauty and power of this game and meet their tennis icons is incredible.”

On site, Nike also unveiled the much anticipated apparel and footwear looks for Roger Federer, Serena Williams, Rafael Nadal, and Maria Sharapova.

“We are very proud to raise the bar for this year’s US Open apparel and footwear collection by drawing inspiration from New York’s style and energy,” said Janice Lucena, Global Tennis Design Director. “From Nadal’s taxi cab yellow polo to the sleek sophistication of Maria and Serena’s night dresses, we continue to create product that helps our athletes perform better on the court while looking incredible.”

Apparel and Footwear

Roger Federer’s contemporary style is embodied in the details and craftsmanship of his US Open day and night looks. These looks are modern, consisting of bold red and black. Federer’s in-game polos are constructed of knit Nike Dri-FIT fabric in the body and a woven Nike Dri-FIT collar for comfort and moisture management. The body of the shirt has an embossed dot pattern inspired by the subway signs of New York, and the button placket features Roger’s black RF monogram logo, applied using bonded innovation and laser cut detailing.

As the 2008 US Open defending women's singles champion, all eyes will be on Serena Williams as she looks to defend her title. Her day and night looks were inspired by cocktail party attire, with design call outs including soft pleating at the neckline, a starburst pin tuck detail at the back, and a hemline featuring a bold contrast of color. Both the magenta day dress and black night dress are made of Nike Dri-FIT knit fabric to wick away moisture and help keep Williams cool on the court.

Rafael Nadal has a contemporary style, and the energy of New York serves as the design inspiration for his apparel. Rafa is known for wearing bright colors and will debut a bold yellow and black look, inspired by the streets of New York City and its' signature yellow taxi cabs. Also featuring a multi-row dot print across the chest, the polo is inspired by the colorful numeric subway signs of New York City. Nike Dri-FIT Mesh is incorporated in strategic places for breathability to keep Nadal cool.

Maria Sharapova is always closely involved in the design process for her apparel. Maria will wear two dresses at the Open, the first features a soft pink Dri-FIT knit body contrasted with electric yellow bonded seams. The dress features asymmetric lines that crossover to the back and create a sophisticated take on a traditional athletic racer-back style. Maria's US Open warm-up jacket is a lightweight feminine $\frac{3}{4}$ sleeve length jacket with a ruffle at the collar and pleating along the waist and sleeve ends. Maria's second on-court dress is inspired by the New York City skyline, and features a dramatic t-back style, keeping Maria's shoulders free for the mobility she needs during play.

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NOTE TO MEDIA: Imagery and information will be available at www.NikeMedia.com.

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