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For More Information:
Nike Media Relations
(212) 367-4447

NIKE ANNOUNCES INAUGURAL “NIKE TRACK NATIONALS” COMPETITION

Competition Opens March 1 culminating in National Championship Event at Legendary Hayward Field July 2

BEAVERTON, ORE (March 3, 2010) – Today Nike opened registration and announced details for the Nike Track Nationals competition, the first ever national championship competition to name the best high school track and field program in the United States.

With the goal of crowning a true national track and field champion, Nike Track Nationals consists of a four-month virtual competition that will select the top 12 boys and top 12 girls programs to compete at legendary Hayward Field for the Nike Track National Title the night before the Prefontaine Classic.

“We are excited to bring Nike Track Nationals to young high school aged runners as a way to recognize the unique and diverse athletic abilities it takes to make up a winning team” said Amy White, Nike’s Vice President of North America Running. “Track & field has traditionally been looked at from an individual sport perspective but for the first time ever, high school aged teams across the country will be recognized as a whole and a national champion will be crowned.”

From March 1 - June 13 all track & field clubs are invited to compete in the virtual competition at www.NikeTrackNationals.com. Coaches will update marks weekly to see how their squad ranks against state, regional, and national competition. Upon completion of the virtual competition, the top club in each of eight regions will automatically qualify for Nike Track Nationals competition in Eugene, Oregon on July 2, and the next four highest scoring clubs from any region will round out the twelve team field.

Clubs will compete in ten track and field events including: 100m, 110/100m Hurdles, 400m, 800m, Mile, Long Jump, High Jump, Pole Vault, Shot Put, Discus Throw. Each team is allowed to enter their top mark for each event, with a two-event maximum per individual athlete. Those marks will then be scored in decathlon fashion with performance marks awarded a point score. Although competition consists of ten events, the lowest scoring event will be dropped, making the total score the sum of their best nine events. The highest score takes home the crown.

Key dates:

March 1:	Online competition begins at www.NikeTrackNationals.com
May 3:	Must be registered
June 13:	Last day marks will be accepted
June 15:	National qualifiers announced / final standings released
July 2:	National Championships in Eugene, Oregon

For more information and coach/team registration, visit: www.NikeTrackNationals.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, 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.

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