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The Vancouver Province (British Columbia)

August 27, 2000 Sunday Final Edition

Glen Hnatiuk

SOURCE: The Province

SECTION: The Air Canada Championship; Pg. D15

LENGTH: 143 words

Birthday: May 15, 1965

Birthplace: Selkirk, Man.

Turned Pro: 1990

Career Wins: Buy.com Tour: 1992 Ben Hogan Gulf Coast Classic, 1995 **NIKE** Utah Classic, 1996 **NIKE** Carolina Classic, 1999 **NIKE** Tri-Cities Open.

CAREER SUMMARY

1992-97 Buy.com Tour: Eight top-10 finishes helped him earn the 10th spot on the 1997 Buy.com Tour money list.

1998: PGA Tour

1999 Buy.com Tour: Best finishes: 1-**NIKE** Tri-Cities Open; T2-**NIKE** Lakeland Classic, **NIKE** Carolina Classic, **NIKE** Knoxville Open; T4-**NIKE** Boise Open; T7-**NIKE** Omaha Classic; T8-**NIKE** Oregon Classic; T9-**NIKE** Mississippi Gulf Coast Open; T10-**NIKE** Fort Smith Classic.

2000 PGA Tour: Best finishes: T3-B.C. Open; T6-The International; Current earnings and ranking: \$418,972 US (83)

NOTES

Hnatiuk is currently 14th in driving accuracy percentage on the PGA Tour.

Profile of Glen Hnatiuk.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: GLEN HNATIUK

TYPE: Sports; Profile

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The Daily Record (Baltimore, MD.)

June 22, 2000, Thursday**Nike Balls and Tiger****SECTION:** Pg. 2A**LENGTH:** 126 words

Tiger Woods and his **Nike** ball set the 100th U.S. Open at Pebble Beach on fire last weekend when he blazed a record-breaking 15-stroke win, breaking a margin-of-win record for a major championship that's been around since 1862. That's right, 1862. And while the win thrilled the people at **Nike** Golf, the blaze hardly sent even small wafts of smoke here. A fast check of area golf courses and golfing equipment shops showed minimal interest in **Nike**, Wood's new ball of choice (and endorsement). However, Joel Puckett at Baltimore-Washington Golf in Towson said there has been significant interest in the **Nike** ball since Tiger's win. Before that, he said, they had been selling **Nike** balls, without great success, since **Nike** first made them available.

LOAD-DATE: June 22, 2000**LANGUAGE:** ENGLISH

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Calgary Herald (Alberta, Canada)

May 22, 2000, Monday, FINAL

Price walks away from Nike

BYLINE: Calgary Herald

SECTION: Golf Weekly; D9

LENGTH: 308 words

The Nick Price-Nike-Chipshot.com saga has been proceeding at a dizzying pace.

The latest: After Nike said it was suing chipshot.com for using Price in ads with him not wearing Nike-contracted shoes and clothes, Price said he was through with Nike.

Price, who didn't wear Nike golf gear two weeks ago at the Byron Nelson Classic, probably got mad and felt better, but was it good business to say goodbye to Nike? He turned his back on close to \$2 million in endorsement income for 2000, not to mention performance bonuses of about \$500,000.

Meanwhile, Nike's apparel and footwear catalogue for retailers features Tiger Woods, of course, but Price is all over the thing, representing the "classic" designs.

- - -

The best example that the score is ultimately all that matters comes from none other than Seve Ballesteros.

In the second round of the recent French Open, Ballesteros hit one tee shot so far left that it cleared a lake and landed in the adjacent fairway, some 100 yards off target. From there, Ballesteros hit a 9-iron to six feet and made the birdie.

"I hit it only three times. That's what counts," Ballesteros said.

This from the same man who, when asked what happened on a four-putt, once said, "I miss the putt. I miss the putt. I miss the putt. I hole the putt."

- - -

The only one who might have suffered more than Ernie Els and David Duval at the Masters was Kieran Docherty, the caddie for Carlos Franco who tore the ACL in his right knee during the third round at Augusta.

"Doc," who lives in B.C., may not be able to have surgery until the fall because he's classified as a "non-emergency."

Along with carrying the bag the past five years, Docherty is the travel agent, chauffeur and business manager for Franco, who speaks little English. Both speak a little Japanese.

LOAD-DATE: May 22, 2000

Price walks away from Nike Calgary Herald (Alberta, Canada) May 22, 2000, Monday, FINAL

LANGUAGE: ENGLISH

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The Herald (Glasgow)

October 18, 2000

Spring time for athletes and **Nike**

SECTION: Pg. 13

LENGTH: 127 words

Nike is launching hi-tech trainers called **Nike** Shox that put a spring in your step. They go on sale in the US next month at about £100 a pair.

Nike Shox feature spring-like columns in the heels made from resilient foam similar to that used in the noses of Formula One racing cars. The springs produce a "trampoline-style" effect, **Nike** claims. "This industry needs a lightning rod right now," says Dave Larson, **Nike's** director of brand initiatives. Sales are flat, and retailers are looking for a kick-start. We're doing what we can to jazz up the industry."

Nike's advertising campaign is built around a single word : Boing. Why Boing? Because consumers used the word repeatedly during testing, Larson said. "We figure one word sums it up."

LOAD-DATE: October 19, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The New York Times

May 12, 2000, Friday, Late Edition - Final

Nike Will Sell High-Tech Gear to Athletes

BYLINE: Bloomberg News

SECTION: Section C; Page 8; Column 1; Business/Financial Desk

LENGTH: 206 words

DATeline: BEAVERTON, Ore., May 11

Nike said this week that it was branching out from athletic shoes and clothing by forming a division for high-technology sports gear that will introduce five gadgets for athletes this year.

Nike is teaming up with S3 Inc. of Santa Clara, Calif., on the first product, a portable audio player that will be introduced in July. Terms were not disclosed. A heart-rate monitor, a speed-and-distance monitor, a compass and a two-way radio are to be introduced by the holiday shopping season.

The move into electronics by the world's largest maker of athletic shoes comes as **Nike** and its rivals struggle with slowing sales caused by a shift in consumer tastes to dressier apparel. Just two days ago, **Nike** named its president and chief operating officer, Thomas E. Clarke, 48, to lead new business ventures aimed at improving operations.

"**Nike's** got this great brand," said Timothy M. Ghiskey, senior portfolio manager at the Dreyfus Corporation. "Trying to leverage that brand into other products makes sense."

John J. Shanley, an analyst at First Security Van Kasper, said he expected demand for the new products to be limited. "I do not really expect this to develop into a huge business opportunity for the company," he said.

<http://www.nytimes.com>

LOAD-DATE: May 12, 2000

LANGUAGE: ENGLISH

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The New York Times

May 9, 2000, Tuesday, Late Edition - Final

Nike President Given New-Venture Duties

BYLINE: Bloomberg News

SECTION: Section C; Page 2; Column 5; Business/Financial Desk

LENGTH: 121 words

DATELINE: BEAVERTON, Ore., May 8

Nike Inc., the world's largest maker of athletic shoes, said today that it had named its president and chief operating officer, Thomas Clarke, as president of its new business ventures.

Nike's chairman and chief executive, Phil Knight, 62, will now also serve as president of the company he co-founded, with help from the existing management team, **Nike** said.

Mr. Clarke, 48, has been with **Nike** since 1980 and will begin his new job next month. Mr. Clarke, who will continue to report to Mr. Knight, will focus on growth initiatives like acquisitions or partnerships, said a company spokeswoman. Sales at **Nike** and sporting-goods retailers have been hurt in recent years by the growing popularity of dressier shoes.

<http://www.nytimes.com>

LOAD-DATE: May 9, 2000

LANGUAGE: ENGLISH

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The New York Times

March 31, 2000, Friday, Late Edition - Final

COLLEGE HOCKEY; Nike to End Equipment Deal

BYLINE: AP

SECTION: Section D; Page 6; Column 5; Sports Desk

LENGTH: 183 words

BROWN

Nike is terminating its contract to provide hockey equipment to Brown University, fearing the school may try to make it comply with guidelines of a group pushing for better working conditions in clothing factories.

Nike said it objected to being held to the code of conduct outlined by the Workers Rights Consortium, of which Brown was a founding member, because the company disagreed with the group's approach.

"The W.R.C. is based on a 'gotcha' monitoring technique," Simon Pestridge, **Nike's** labor practices manager, said. He said members went to factories and reported on what they found rather than work with factories to effect change. He said the W.R.C.'s definition of a living wage was too vague.

Brown notified **Nike** in late January that it wanted to renegotiate its contract with the Beaverton, Ore., company, to require it to comply with Brown's code of conduct.

Brown and **Nike** were in the middle of a three-year contract, in which **Nike** provided the men's and women's hockey teams with skates, gloves, pads and other goods under the **Nike** and Bauer labels.

<http://www.nytimes.com>

LOAD-DATE: March 31, 2000

LANGUAGE: ENGLISH

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The Australian

March 10, 2000, Friday

A tick for scent firm

BYLINE: BERNARD LANE

SECTION: LOCAL; Pg. 5

LENGTH: 186 words

NIKE, the Greek goddess of victory, has smiled upon a Spanish perfume company in a trademark war with the US footwear giant.

Yesterday the High Court cleared the way for Spain's **Nike** perfumes to return to the Australian market.

They would not be mistaken as products of the footwear and clothing behemoth, **Nike** Inc, the court held.

In 1993 Campomar, whose trademark **Nike** perfume dated back to 1940 in Spain, marketed the **Nike** Sport Fragrance in Australia.

It was positioned in pharmacies near other sport fragrances, including an offering by Adidas, **Nike** Inc's rival.

Nike Inc took a successful trademark action in the Federal Court, saying Campomar was taking advantage of its goodwill and reputation.

Upholding Campomar's appeal yesterday, the High Court said there was "no reasonable probability of (consumer) confusion".

Nike Inc had not marketed perfumes under the **Nike** trademark, the court noted, and in the mid-1980s a **Nike** Inc executive had rebuffed a joint venture suggestion from Campomar, saying "we do not believe perfume and cosmetic products are part of this company's image".

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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Edmonton Journal (Alberta)

April 15, 2000 Saturday Final Edition

Musician claims Nike don't know Diddley

SOURCE: Reuters

SECTION: Entertainment; Pg. C7

LENGTH: 181 words

DATELINE: New York

Legendary rock star Bo Diddley has sued **Nike** Inc. for using his name and image without permission.

The 71-year-old musician, whose real name is Ellas McDaniel, sued **Nike** late Wednesday, alleging **Nike** made hundreds of thousands of dollars in revenues from sales of T-shirts bearing Diddley's name, likeness and the inscription: You Don't Know Diddley, without authorization.

"This is a clear case of the big bully picking on the little guy. Apparently **Nike** really doesn't know Diddley," said Margo Lewis, president of Talent Source, Diddley's management company.

Vada Manager, a senior official with Beaverton, Ore.-based **Nike**, said the company is negotiating with Diddley's lawyers and has authorized offering a royalty payment of between \$10,000 and \$15,000. He said he did not think Diddley's lawyers had received the offer yet.

John Rosenberg, one of Diddley's lawyers said negotiations had broken off in March.

"We rejected their proposal ... We've had no communication with them in about a month. We stand by the lawsuit and we intend to proceed," he said.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: News

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Hobart Mercury (Australia)

March 10, 2000, Friday

Nike only gets sniff of victory in name battle

LENGTH: 211 words

GIANT American sporting footwear manufacture **Nike** yesterday emerged with half a victory in its legal battle with a Spanish firm which presumed to market its perfume as **Nike** Sport Fragrance.

The High Court in Canberra yesterday allowed an appeal by the firm Campomar Sociedad Limitada against a Federal Court order which would have struck out its trademark registration of the **Nike** name for its perfumes, soaps and cosmetics.

But Campomar still faces an injunction barring it from marketing its sport fragrance in a manner which exploits **Nike's** high public profile. This follows similar litigation between **Nike** and Campomar in the United Kingdom and Hong Kong. **Nike's** failure to achieve outright victory stems from some fundamental problems.

The High Court said **Nike** was not an invented word.

In Greek mythology, **Nike** was the goddess of victory. **Nike** was also the name of a family of surface-to-air guided missiles developed by the US.

Campomar's predecessor company registered the name **Nike** in Spain for its perfumes and essences in 1940. The name has been registered in various other countries at various times ever since.

In contrast, the **Nike** company was first incorporated in the US in 1969 and sold its shoes and sportswear in Australia from 1972.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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New Straits Times (Malaysia)

November 1, 2000

Nike street soccer tournament

SECTION: City news; Pg. 4

LENGTH: 216 words

KICK up dust and "Go for Gold" to win exciting **Nike** prizes to the tune of RM24,000 in the Lycos Asia - **Nike** Street Soccer 2000 tournament this weekend.

To be held at the **Nike** Play Zone, Padang Utara, Petaling Jaya, the contest, from 7.30am to 6.30pm, will be played in three categories - Under-14, Under-16 and Open.

The champions stand to win **Nike** products worth RM10,000 and a challenge trophy with runners-up getting **Nike** products worth RM8,000 and third and fourth place winners taking home products worth RM6,000.

Entrance fee is RM40 per team or free entry with a minimum purchase of RM200 in a single receipt from any **Nike** store. Four players make up a team.

The first 20 teams to register will get free **Nike** T-shirts. Log on to www.lycosasia.com.my for details of rules and regulations.

Teams can pay in cash or cheque but registration must reach the organisers by tomorrow.

All payments must be made to: **Nike** Sales (M) Sdn Bhd, **Nike** Street Soccer, LycosAsia (M) Sdn Bhd, Lot S1, 2nd Floor Centrepoint, Bandar Utama, 47800 Petaling Jaya.

Street soccer is played on a pitch, measuring 20 metres by 14 metres with the goal post only 1.3m by 4m wide.

The ball is slower and softer than the standard size 5 ball, and is played up to head level only.

LOAD-DATE: November 1, 2000

LANGUAGE: ENGLISH

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The Atlanta Journal and Constitution

September 21, 2000, Thursday, Home Edition

WORTH NOTING: News from around the tours; Inside Golf

BYLINE: Glenn Sheeley, Staff

SOURCE: CONSTITUTION

SECTION: Sports; Pg. 8F

LENGTH: 393 words

Trevino: **Nike** got good deal

Some are gaping at Tiger Woods' new contract with **Nike**, worth somewhere between \$ 85 million and \$ 100 million for five years.

Others, including Lee Trevino, are trying not to yawn.

When you take in Woods' entire endorsement and money-generating power, \$ 20 million a year is no reason for bold headlines. For a golfer, yes, but Woods jumped past that level long ago and now commands Muhammad Ali-like appeal worldwide.

"Cheap," Trevino said this week about Tiger's **Nike** figures. "They got him cheap."

Golf World calculates that when the **Nike** contract begins in August next year, Woods' total endorsement earnings will surpass \$ 54 million a year --- without tournament winnings, appearance fees and investments.

That number is consistent with a comment made recently by Woods' agent, Mark Steinberg, who said his client makes \$ 1 million a week, even if he doesn't play.

The **Nike** deal reportedly also includes a share of the profits for Woods.

"It wouldn't surprise me somewhere down the line if he doesn't negotiate his own television contract," Trevino said.

"ABC comes to him and says, 'OK, we've got 12 tournaments we're televising. We're going to give you \$ 20 million, and you guarantee us you'll play 10 of them."

Hooters points championship

The Peachtree City-based NGA Hooters Tour has its own Tiger Woods dominator this year --- 26-year-old Chad Campbell of Andrews, Texas, with eight victories and \$ 186,000 in earnings. Campbell, the tour's points champion the past two seasons, takes the lead into next week's Naturally Fresh Foods Points Tour Championship at Whitewater Country Club. . . . This week's Safeway LPGA Golf Championship in Portland, Ore., is the final qualifying event for the Oct. 6-8 Solheim Cup at Loch Lomond, Scotland. . . . Tony Navarro, known for his caddie duties with Greg Norman, has been toting the bag of Augusta's Charles Howell.

WORTH NOTING: News from around the tours; Inside Golf The Atlanta Journal and Constitution September 21, 2000, Thursday,

Rejuvenated Elkington back

Steve Elkington, who underwent arthroscopic hip surgery Aug. 11, returned as rapidly as close friend Norman had recommended. Elkington is playing this week in the Westin Texas Open and is in the field for next week's Buick Challenge at Callaway Gardens, where he is a two-time champion. "I feel like a 15-year-old again," Elkington said. "I haven't had this much strength and energy in years."

LOAD-DATE: September 21, 2000

LANGUAGE: ENGLISH

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The Vancouver Sun (British Columbia)

May 11, 2000, Thursday, FINAL

Nike diversifies into high tech

SECTION: Business; D3

LENGTH: 153 words

DATELINE: BEAVERTON, Ore.

BEAVERTON, Ore. -- Sneaker and sportswear maker **Nike** Inc. is diversifying into high-tech sports gear to offer devices for athletes like a digital audio player and heart-rate monitoring devices.

The athletic shoe maker said Wednesday it has created a division called **Nike** Techlab after several years of study.

"Keeping the athlete in mind, Techlab will pioneer products that fuse sports and technology for the benefit of today's digital athlete," **Nike** Equipment vice-president Clare Hamill said.

The first of five new products is a digital audio player that will be in stores in July and was produced in collaboration with S3's Diamond Multimedia division -- makers of Rio Audio digital players.

Nike said four other products would be in stores for the Christmas, including real-time speed-distance and heart-rate monitoring devices, a digital compass and handheld sport communication products.

LOAD-DATE: May 11, 2000

LANGUAGE: ENGLISH

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The Toronto Star

April 27, 2000, Thursday, Edition 1

ADIDAS, NIKE SUE WAL-MART

SECTION: BUSINESS

LENGTH: 206 words

BEAVERTON, Ore. (Reuters) - Adidas America Inc., the U.S. unit of the German sportswear giant, has joined arch rival **Nike** Inc. to file suit against Wal-Mart Stores Inc., alleging the retailer sells counterfeit brand-name T-shirts at its wholesale club stores.

Adidas America, its parent Adidas-Salomon AG, Adidas International BV of the Netherlands, and **Nike** filed suit against Wal-Mart in U.S. federal district court in New York, claiming the world's largest retailer has been selling several styles of counterfeit Adidas and **Nike** T-shirts at its Sam's Club wholesale club stores.

Nike also alleged that Wal-Mart has been selling other counterfeit **Nike** products at Sam's Club.

Adidas and **Nike** become the fifth and sixth major sportswear companies to sue Wal-Mart for selling counterfeits in the last two years, the two companies said in a statement.

In 1998, Tommy Hilfiger brought two actions against Wal-Mart for selling counterfeit goods. Wal-Mart paid out an unprecedented \$6.4 million (U.S.) to settle those lawsuits.

In November, 1998, Polo Ralph Lauren, Nautica and Fubu lodged similar claims.

On the New York Stock Exchange yesterday, Wal-Mart closed down 69 cents at \$59.

LOAD-DATE: April 27, 2000

LANGUAGE: English

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The Atlanta Journal and Constitution

September 15, 2000, Friday, Home Edition

Swoosh: Nike deal to hit \$ 100 million

BYLINE: Glenn Sheeley, Staff

SOURCE: CONSTITUTION

SECTION: Sports; Pg. 1E

LENGTH: 175 words

After blowing away his competition and winning three consecutive major championships this summer, Tiger Woods' new contract with **Nike** appears to be following the same theme.

In other words, it's very major.

The agreement is worth a reported \$ 100 million, and Bob Wood, president of the **Nike** Golf division, said Woods signed a five-year extension Thursday.

His agent, Mark Steinberg, told the Associated Press that the contract " compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports."

Woods' first contract with **Nike**, signed when he turned pro in 1996, was said to be worth about \$ 40 million --- then a landmark amount for a golfer. A \$ 100 million deal could qualify as the largest contract in sports marketing history.

Woods will be heavily involved with TV ads and marketing when **Nike**, as expected, jumps into the golf-club market. Already, he has jacked up sales of the company's Tour Accuracy ball, which he used during record wins in the U.S. Open, British Open and PGA Championship.

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo
Tiger Woods

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The New York Times

September 15, 2000, Friday, Late Edition - Final

Nike's Profit Increases 10%, Beating Wall St. Forecasts**BYLINE:** Reuters**SECTION:** Section C; Page 18; Column 5; Business/Financial Desk**LENGTH:** 318 words**DATELINE:** BEAVERTON, Ore., Sept. 14

Nike Inc. said today that its first-quarter profit rose 10 percent, beating Wall Street forecasts.

The company, based in Beaverton, posted net income of \$210 million, or 77 cents a share, for the three months ended Aug. 31, compared with \$200 million, or 70 cents a share, in the period a year earlier.

Revenue rose 5 percent, to \$2.6 billion from \$2.5 billion a year earlier.

Analysts had expected **Nike** to post earnings of 74 cents a share, according to First Call/Thomson Financial.

Before the company announced the results, its shares closed at \$38.50, down 12.5 cents.

"We're off to a good start for the fiscal year with accelerating revenue growth and increasing profitability," said Philip H. Knight, **Nike's** chairman and chief executive. "I'm particularly pleased by the strength of our international businesses, which generated double-digit revenue growth, despite significant currency weakness in Europe."

He said the weakness in the euro put pressure on **Nike's** profitability, although it was able to meet its goals.

Nike's closely watched worldwide "futures" -- orders for goods to be delivered over the next five months -- totaled \$3.1 billion, equal to the year-earlier level. **Nike** said that had the dollar remained constant, futures orders would have increased 4 percent.

United States revenue rose 2 percent, to \$1.4 billion, compared with \$1.3 billion in the period a year earlier. Athletic footwear revenue fell 1 percent, to \$935 million. Apparel revenue fell 2 percent, to \$326 million. Equipment revenue rose 55 percent, to \$91 million. Quarterly revenue for the European region rose 6 percent, to \$776 million. Footwear revenue rose 10 percent and apparel revenue rose 1 percent.

Revenue in the Asia-Pacific region grew 26 percent, to \$241 million. In constant dollars, regional revenue rose 20 percent. Revenue in the Americas region rose 15 percent, to \$150 million.

<http://www.nytimes.com>

LOAD-DATE: September 15, 2000**LANGUAGE:** ENGLISH

Nike's Profit Increases 10%, Beating Wall St. Forecasts The New York Times September 15, 2000, Friday, Late Edition
- Final

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Herald Sun (Melbourne, Australia)

April 17, 2000, Monday

Nike trips over Diddley

SECTION: ARTS & ENTERTAINMENT; Pg. 121

LENGTH: 159 words

LEGENDARY rock star Bo Diddley is suing sports-gear manufacturer **Nike** for using his name and image without permission.

The 71-year-old, whose real name is Ellas McDaniel, alleges **Nike** sold T-shirts bearing Diddley's name, likeness and the inscription "You Don't Know Diddley" without authorisation.

He is seeking unspecified compensatory and punitive damages.

"This is a clear case of the big bully picking on the little guy. Apparently **Nike** really doesn't know Diddley," Margo Lewis, president of Diddley's management company, says.

Nike senior official Varda Manager says the company is negotiating with Diddley's lawyers and has authorised the offer of \$16,809 in royalties and \$25,214.

John Rosenberg, one of Diddley's lawyers, says negotiations were broken off in March. "We rejected their proposal," he says. "We've had no communication with them in about a month. We stand by the lawsuit and we intend to proceed."REUTERS

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The New York Times

August 23, 2000, Wednesday, Late Edition - Final

Nike Is Sued Over Golf Balls

BYLINE: AP

SECTION: Section D; Page 2; Column 6; Sports Desk

LENGTH: 96 words

DATETIME: SAN FRANCISCO, Aug. 22

Tiger Woods endorses **Nike** Tour Accuracy golf balls in ads, but he really plays with custom-made balls unavailable to everyday players, a public-interest group asserted today in a lawsuit. **Nike** acknowledged that the balls Woods uses for his swings, which produce 300-plus-yard drives, have a slightly harder inner and outer core than the balls sold to the public.

In the suit filed today in United States District Court in San Francisco, a nonprofit group called Public Remedies Inc. said that **Nike**, based in Beaverton, Ore., was engaging in unfair business practices.

<http://www.nytimes.com>

LOAD-DATE: August 23, 2000

LANGUAGE: ENGLISH

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Crain's Cleveland Business

September 25, 2000, Monday

Stupidity, not creativity, marks Nike ad

BYLINE: Brian Tucker

SECTION: Pg. 10

LENGTH: 494 words

What could those folks at Nike have been thinking when they approved that slasher commercial for the Olympics?

If you watched some of the early days of NBC's coverage of the Summer Olympics, you were treated to a commercial that showed a woman runner starting to undress when she is startled by an evil, chainsaw-wielding, masked intruder.

The would-be murderer chases the woman, clad in running shorts and a sports bra, out of her house and into the woods, but he clearly cannot keep up with her as she runs away into the night. The message, I suppose, is to get in shape and save your life.

What numbskull at Nike thought that was cute, especially during a family-oriented sporting event such as the Olympics? NBC pulled the spots because of complaints from viewers, but why did they have to wait until they received the complaints?

Do you suppose nobody at NBC, during the network's own review of that commercial, wasn't disgusted enough to question its propriety? Or was the money just too good?

Nike spokesman Scott Reames told Newhouse News Service that the ad was meant to appeal to young, athletic consumers. "We really feel that people who get Nike will get the ad," the agency quoted him as saying.

People who "get" Nike will "get" the ad? I've purchased many Nike products over the years, and have been mostly pleased. But the only thing I "get" when I think of that ad is nauseous.

CINCINNATI DESERVES congratulations for having the determination to change its method of paying the city's public school teachers. For the first time, teachers will be paid based on performance and not seniority.

How much simpler could it be? Certainly, years of experience help when teachers confront familiar problems, but we've all had teachers (or watch in frustration as our sons or daughters do) who use the same curriculum year in and year out, simply going through the motions, counting the years to retirement.

Cincinnati's new system would enable a teacher who does excellent work year after year to reach a top pay level of \$62,500 in eight years. Under the current seniority-based system, a teacher would not reach the top pay level of \$56,230 until he or she has 27 years of service.

The evaluation system was developed after a year-and-a-half of collaboration by teachers, their union and the district's administrators. The teachers will be evaluated, every five years, on 16 standards, such as class preparation and creating

a learning-conducive environment.

Predictably, Cleveland Teachers Union president Richard DeColibus said it wouldn't work here because the district has too many vacancies on the staff. That was the same reason he used to defend the union's demand for twice the salary increases that the district's other unions agreed to in recent contract talks.

I can't help but think that if a teacher knew he or she could make more than \$62,000 in just eight years, many of those openings might disappear.

LOAD-DATE: September 27, 2000

LANGUAGE: ENGLISH

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Edmonton Journal (Alberta)

May 4, 2000 Thursday Final Edition

Nike at odds with U.S. universities

SOURCE: The Edmonton Journal

SECTION: Sports; Pg. D6

LENGTH: 141 words

DATELINE: Washington, D.C.

Nike has withdrawn millions of dollars in financial support from three universities in the past three weeks. The schools -- the University of Michigan, the University of Oregon and Brown University -- recently have joined a student-led group that wants to impose tougher standards concerning wages and working conditions in **Nike's** overseas factories, which some critics have called sweatshops.

Nike chairperson Phil Knight's decisions, college officials say, constitute a form of retaliation against the institutions for their stances on the labour issue. **Nike** had contracts under which it outfitted all of Michigan's varsity athletic teams and Brown's men's and women's hockey teams. Knight, who has given millions of dollars to Oregon, had planned to donate \$30 million toward an \$80-million renovation of the football stadium.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: Sports; Brief

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The New York Times

May 22, 2000, Monday, Late Edition - Final

Protesting Sweatshops: Who Is Right?

SECTION: Section A; Page 18; Column 4; Editorial Desk

LENGTH: 138 words

To the Editor:

Re "**Nike's** Power Game" and "Good Propaganda, Bad Economics" (Op-Ed, May 16): I commend the University of Oregon for arriving at its decision to join the Worker Rights Consortium thoughtfully and democratically. The ensuing withdrawal by Phil Knight, **Nike's** chief executive, of a \$30 million contribution was an I'll-take-my-ball-and-go-home reaction to an important issue.

If companies like **Nike** are interested in working to alleviate poor working conditions in certain countries, then they should engage in serious discussions with the Worker Rights Consortium.

But if **Nike** doesn't, perhaps Mr. Knight could still demonstrate his dedication to improving workers' rights by taking the \$30 million and using it to raise some workers' wages and benefits.

SCOTT CLAIR
Chicago, May 17, 2000

<http://www.nytimes.com>

LOAD-DATE: May 22, 2000

LANGUAGE: ENGLISH

GRAPHIC: Drawing (Ward Schumaker)

TYPE: Letter

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The Independent (London)

November 7, 2000, Tuesday

SPORTS LETTERS: NIKE POWER

BYLINE: Paul Cheney

SECTION: SPORT; Pg. 23

LENGTH: 175 words

Sir: I was very surprised on reading Nick Harris's article about the new **Nike** sponsorship of Manchester United (4 November) to see no mention of the "anti -sweatshop" movement which has been putting pressure on **Nike** recently. Perhaps in Britain this is still not a factor, but over here in the United States it has become an important issue.

It is alleged that, through subcontractors, **Nike** employs people in Third World countries for very low wages with terrible working conditions. It is also alleged that although **Nike** has the capacity to insist on better conditions for these workers it is usually only concerned with getting the cheapest rate it can on the production of its equipment.

United might come to regret an association with **Nike** in which the club is locked in by contract. As you say, **Nike** can break the deal any time it likes if United's performance gets worse, but you make no mention of the reverse being true when **Nike's** name becomes more associated with Dickensian working conditions.

PAUL CHENEY

By e-mail

LOAD-DATE: November 7, 2000

LANGUAGE: ENGLISH

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The Vancouver Province (British Columbia)

November 8, 2000 Wednesday Final Edition

Nike, Man U think big

SOURCE: News Services

SECTION: Sports; Soccer Notebook; Pg. A62

LENGTH: 342 words

Beaverton, Ore.,-based **Nike** will pay nearly \$675 million to outfit English soccer champion Manchester United from 2002 to 2015.

Nike and Manchester United will split any profits, over and above the licensing fees, from Manchester licensing, sales and retail operations.

The agreement will allow **Nike** to sell clothes with the Manchester United logo. The club has the highest revenues of any soccer team. **Nike** also will create a subsidiary to take over operation of the team's retail stores.

British newspapers say it's the richest sponsorship deal in sports history, eclipsing the contract between **Nike** and the Brazilian national team of \$164 million for 10 years.

NO OFFER BUT . . .

Barcelona and AC Milan have dismissed reports that the Spanish soccer giant has offered \$3.2 million to the Italian team as an incentive to beat Leeds United in their European Champions League game this week.

Barcelona needs Milan to beat the English side to have a chance of staying the Champions League.

A Barcelona sports newspaper quoted Milan's Spanish striker Jose Mari Romero as saying: "I'm one of those people who thinks that giving someone money to win is not illegal. If [Barcelona chairman Joan] Gaspart wants to give us something, we will receive it with glee. But nobody has offered us any money and I don't think they will."

RACISM NETS FINES

Two Italian soccer clubs were fined Tuesday because their fans booed black players in Serie A competition last weekend.

Verona was fined \$10,575 when league officials ruled that its fans on Sunday taunted Internazionale's Clarence Seedorf, a black Dutch midfielder.

Bari was fined \$3,525 because its fans booed AC Parma's Cameroon striker Patrick Mboma, who scored the winning goal.

Chorus-like racial chants are becoming more and more common at Italian soccer games.

WATFORD CHARGE HALTED

Nike, Man U think big The Vancouver Province (British Columbia) November 8, 2000 Wednesday Final Edition

Struggling Sheffield Wednesday halted Watford's move toward a return to the Premier League and ended its unbeaten streak with a 3-1 win at Vicarage Road Tuesday.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

TYPE: Sports; Column

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The New York Times

April 14, 2000, Friday, Late Edition - Final

PUBLIC LIVES

BYLINE: By JAMES BARRON with David Rohde**SECTION:** Section B; Page 2; Column 3; Metropolitan Desk**LENGTH:** 651 words

Bo Diddley Sues Over Nike T-Shirts

The rock star BO DIDDLEY says that Nike, the clothing and athletic-shoe company, didn't know Diddley about T-shirts bearing the legend "You Don't Know Diddley."

In a lawsuit filed in Federal District Court in Manhattan, the 71-year-old musician accused Nike of selling thousands of T-shirts bearing the four-word line and his picture in the last year without his permission. In 1989, Nike signed a two-year agreement that led to television commercials with Bo Diddley, whose real name is Ellas McDaniel, and the athlete Bo Jackson. Nike also made T-shirts with the "You Don't Know Diddley" slogan.

But Mr. McDaniel's lawsuit says that the agreement expired in 1991. The company contacted his managers last year about making more T-shirts, but the two sides could not come to terms. Mr. McDaniel said that nevertheless, Nike began selling the T-shirts in catalogs and on the Internet, and ignored a cease-and-desist letter from his lawyer. A call to a Nike spokesman was not returned yesterday.

"This is a clear case of the big bully picking on the little guy," said MARGO LEWIS, the president of Talent Source Ltd., Mr. McDaniel's management company. "In the past, many entertainers of the 50's and 60's found themselves, for whatever reason, unable to protect their rights. We are no longer operating in that environment."

Patricia Duff Takes the Stand

PATRICIA DUFF was questioned yesterday about what she reported and did not report to the authorities during her marriage to the billionaire RONALD O. PERELMAN.

In her first day on the witness stand at their child-custody trial, one of Mr. Perelman's lawyers, CHARLES A. STILLMAN, questioned her about police reports that she had filed over the years.

Specifically, he asked her about an incident in Los Angeles, when she called the police and reported that a man staying in a hotel room next to hers was following her and taking pictures, and a 1997 call she placed to the police in Fairfield, Conn., where she had a house.

In that call, she described marks on the door to a locked room where she kept documents relating to her divorce. She suggested to the police that the door could have been removed from its hinges and replaced.

In a later exchange about the security guard who worked in her house, Mr. Stillman noted that Ms. Duff had approved

the security company that had been hired. She objected, saying she had been forced to choose a security company from a list provided by Mr. Perelman.

"I would have chosen a different company, not a company that specialized in surveillance and investigation," she said. "I don't think you can begin to imagine if you had someone in your midst 24 hours a day, on the street, in your car invading your privacy 24 hours a day."

She was also asked about a \$650,000 pearl necklace she reported missing to the Fairfield police in January 1998.

She said she filed that report after she and an appraiser from Sotheby's went to a bank where she believed it was in a safe deposit box. But the necklace was not there. She later told the police she was not sure whether it had been in the vault, in her house in Connecticut or somewhere else. The necklace has never been found.

She was also questioned about why she had not reported the abuse she said in court papers that she had endured during her marriage to Mr. Perelman. Ms. Duff testified that she had reported the incidents to the Manhattan district attorney's office.

"We do not comment on complaints unless there is a resulting arrest," said BARBARA THOMPSON, a spokeswoman for the office. "There are many reasons why a complaint may not result in an arrest. For example, after an investigation it may be determined that no crime was committed or that the evidence is insufficient to prove any charges."

Ms. Duff is expected to testify again today. JAMES BARRON with David Rohde

<http://www.nytimes.com>

LOAD-DATE: April 14, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photos: BO DIDDLEY; PATRICIA DUFF

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Daily News (New York)

January 9, 2000, Sunday

CLICK! SHOP

BYLINE: BY EDWARD MAZZA**SECTION:** LIFELINE; Pg. 15 CLICK**LENGTH:** 323 words

NIKE CARVES NEW NICHENot enough sneakers to choose from at the store?**Nike** is hoping to lure demanding shoppers with its **Nike** ID service, an online store that allows users to customize their shoes. It's not exactly building a shoe from scratch - the options consist largely of choosing between a running shoe and a cross-trainer, playing with the color scheme and choosing an "ID" - an eight-character word, phrase or nickname to be printed across the back. On the other hand, the site is well-designed and eye-catching, as one might expect from marketing-savvy **Nike**. The idea is somewhat intriguing and the site is easy to use, if somewhat slow to load on a standard phone connection. (**Nike** warns that the initial download time can be up to 10 minutes). On the screen, an image of the shoe changes with each click of the mouse, adding or subtracting colors and highlights. The chosen iD also appears across the back of the prototype sneaker. The shoes are priced at about \$10 above regular retail value - \$80 for the Air Famished cross-trainer and \$85 for the Air Turbulence running shoe, for example - and take about three weeks to manufacture and ship. Both are available in men's and women's models. The company says each shoe is made only after the order is placed. It may seem strange to buy a shoe without trying it on, but the cachet of having a personalized shoe is worth it to many shoppers. **Nike's** return policy is quite reasonable. A return form will be enclosed with each iD order. Consumers simply note the reason for the return and pack the product - in its original package, if possible. Products can be shipped back to **nike.com** or returned to any NikeTown or **Nike** Factory Store. One note: The shipping fee will be refunded only if **Nike** screws up the order - so if you want to change size, you have to pay the shipping three times (to you, to them and back to you) unless you take the product to a **Nike** store.

LOAD-DATE: January 10, 2000**LANGUAGE:** ENGLISH

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The Straits Times (Singapore)

Black Nike T-shirt led to youths' arrest

October 20, 2000

A BLACK **Nike** T-shirt gave police the vital clue in tracking down three youths suspected of stealing 25 vehicles for joyrides over the last few months.

One of the youths, an 18-year-old, had provided the investigation team with valuable video footage.

Senior staff sergeant Kumar Vellasamy, one of the team members, said: "The suspect was caught on closed-circuit security camera wearing the T-shirt."

The youth was also spotted wearing the same T-shirt at various crime scenes in the Jurong area and when loitering in carparks with his accomplices, aged 21 and 22.

All three are believed to have started their crime spree from July.

The police said they had used duplicate keys to break into the vehicles -- mainly old cars and vans -- at public carparks in Jurong, Boon Lay and Chua Chu Kang housing estates.

They took the vehicles for joyrides. If a stolen car ran out of petrol, they would abandon it and steal another one.

But it was the end of the road for them on Wednesday, when they were rounded up.

A team of 11 officers from the Jurong Police Division arrested them at 11 am near a Jurong West block of flats.

The stolen vehicles have all been recovered by the police.

The police team's investigations led them to a petrol kiosk in Jurong West, one at which nearby residents had informed them was frequented by the three youths.

And it was at the kiosk that police officers found the video footage of the 18-year-old culprit.

SECTION: Home; Pg. 58

LENGTH: 245 words

LOAD-DATE: October 20, 2000

LANGUAGE: ENGLISH

GRAPHIC: A suspect was caught wearing the black **Nike** T-shirt on closed-circuit security camera.

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Australian Financial Review

September 5, 2000 Tuesday
Late Edition

Briefs

BYLINE: Lisa Allen, Annabel Hepworth, Chelsey Martin, Jacob Ramsay, Sam Strutt, Mark Skulley

SECTION: NEWS; Briefs; Pg. 6

LENGTH: 544 words

Report condemns Nike

Olympic sponsor **Nike** has been forced to defend its position on human rights abuses following the release of a report into workplace relations at its Indonesian factories. The 25-page report Like Cutting Bamboo, sponsored by Community Aid Abroad Oxfam, claimed **Nike** workers in Indonesia were paid \$A2 a day and threatened with violence if they joined a trade union. The report, released at NSW Parliament yesterday, claimed **Nike** workers had been told they would never be promoted if they were involved in the union. **Nike** strongly rejected the allegations yesterday. Lisa Allen

Action on Clifford trio

Australia's corporate watchdog has commenced proceedings in the Supreme Court of NSW against former directors of the Clifford Corporation group, which collapsed late in 1998. The Australian Securities and Investments Commission is seeking civil penalty orders against Mr Barrie Loiterton, Mr Ian Robert Hall and Mr Ian Sapier. ASIC wants fines of up to \$200,000 for each of an alleged 65 breaches of the Corporations Law. They also allege that Mr Loiterton engaged in insider trading in Clifford shares in 1997. Annabel Hepworth

Fraud crackdown

A crackdown on welfare fraud saved \$14.4 million in taxpayer funds last financial year, the Minister for Community Services, Mr Larry Anthony, said yesterday. He expressed outrage at some of the 110 cases of fraud uncovered last financial year, saying some people had used the names of dead children to claim payments. Likening the scenario to the book Day Of The Jackal, Mr Anthony said welfare cheats had visited cemeteries to find the names of children who had been born at roughly the same time as themselves and then adopted their identities. Chelsey Martin

Army overhaul required

The Federal Government needs to spend a further \$4.5 billion on the Australian army in order to ensure it is capable of waging war, according to a report released yesterday. The parliamentary committee report found structural problems in the army and said it lacked purpose and consistency. Defence Minister Mr John Moore is considering a radical overhaul of the army, following a parliamentary report which found only three of its nine brigades were ready for action. Jacob Ramsay

High ratings for Qld

International ratings agency Standard & Poor's yesterday confirmed Queensland's robust financial position, declaring the State's balance sheet to be "extraordinarily strong". Despite predictions in the recent Queensland Budget that the economy would slow over the coming year, the agency said the State's ratings outlook was stable. It affirmed its AAA long-term local and foreign currency ratings, its AA-plus long-term foreign currency rating and its A1-plus local foreign currency short-term ratings. Sam Strutt

Cut Vic payroll tax: AIG

The Bracks Government should direct all of its promised \$400 million in business tax cuts into reduced payroll tax, according to the Australian Industry Group. The AIG said in its submission to the review of State taxes that payroll taxes should be cut from 5.75 per cent to 4.85 per cent by 2003/2004. The Bracks Government has promised to reduce State business taxes by \$400 million by 2003/2004. A tax review will report by mid-December on how this should be achieved. Mark Skulley

LOAD-DATE: April 11, 2012

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The New York Times

March 17, 2000, Friday, Late Edition - Final

Nike's Profit Rises 17%, Beating Estimates

BYLINE: Reuters

SECTION: Section C; Page 2; Column 5; Business/Financial Desk

LENGTH: 178 words

DATELINE: BEAVERTON, Ore., March 16

Nike Inc. said today that its profit rose 17 percent in its most recent quarter, beating Wall Street's estimates, even though sales were slightly lower.

The company, based in Beaverton, said it earned \$145.3 million, or 52 cents a diluted share, in the period, which ended Feb. 29 and was the third quarter of its fiscal year. A year earlier, **Nike** earned \$124.2 million, or 44 cents a share.

Its profit was better than the 50 cents expected by Wall Street analysts surveyed by First Call/Thomson Financial. **Nike's** stock rose \$5.125, or 16 percent, to \$38 on the New York Stock Exchange.

Revenue for the quarter fell 1 percent to \$2.16 billion from \$2.17 billion a year earlier. European revenues fell 7 percent to \$558.5 million, hurt by a rising dollar against the euro.

In the United States, footwear revenue grew 4 percent to \$858.9 million, though athletic apparel revenue declined 12 percent to \$251.8 million.

The company said worldwide future orders for footwear stood at \$3.9 billion at the end of the period, up 4 percent from a year earlier.

<http://www.nytimes.com>

LOAD-DATE: March 17, 2000

LANGUAGE: ENGLISH

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WALL STREET JOURNAL

February 9, 2000, Wednesday

NIKE FORECASTS DISAPPOINTING SALES AS OUTLETS FOR SNEAKERS DWINDLE

BYLINE: BY LEE GOMES

SECTION: Section B; Page 10, Column 4

LENGTH: 29 words

Nike Inc says sales in coming quarters will be lower than expected because fewer footwear stores are now available to sell its sneakers; **Nike** shares fall 19% on the news (M)

LOAD-DATE: February 9, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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The Press (Christchurch)

January 27, 2000, Thursday

**A site for newbies _ www.arriveat.com/Newbies Nike iD _ www.nike.com/idstart
Pimple Portal _ www.pimpleportal.com Stone & Ward _ www.stoneward.com**

BYLINE: ARMSTRONG David MARSHALL Robin

SECTION: FEATURES; COMPUTERS; Pg. 29; CONNECTED SITED

LENGTH: 428 words

I've seen several good websites and books dedicated to helping techno- illiterate people as they begin their journeys on the Net and use basic PC functions, and this is up with the best of them. Many absolute-beginners' guides make the mistake of assuming certain competencies, such as operating a mouse, or use kiddy-talk. Not this one. Several optional learning paths are available to suit most users, and a good Netlingo glossary of technical words is included. Diligent learners are then offered useful programs to download from the Net, guidance to set up their own website, and links to a selection of recommended sites. -- David Armstrong

Nike iD -- www.nike.com/idstart

Sick of those dull, company-issue **Nike** colours for running shoes? Want your name emblazoned on the back of your shoes for the slower joggers to see? If you have the Shockwave plug-in on your browser, you can design your own cross-training or running shoes and personalise them with a message up to eight letters long. It's kinda fun but you are limited by the colours and the combinations of colours you can select from -- nothing in neon! --Robin Marshall

Pimple Portal -- www.pimpleportal.com

For some poor unfortunates, this could well be the best site on the Web. Pimple Portal, a site sponsored by the makers of anti- pimple products Retin-A Micro, offers all the resources needed to create a better lifestyle for your skin. Included are medical explanations of the origins of the evil zits, acne control tips, general hints on improving your complexion, and an Ask the Expert section where dermatologists and make-up artists give advice. It's all presented in a light-hearted, hip style that -- praise be -- does not patronise. With the Shockwave plug-in, you can have fun playing Face Invaders, shooting tubes of Retin-A at the zits.--David Armstrong

Stone & Ward -- www.stoneward.com

Design and PR company Stone & Ward know how to have fun at work -- if their website is anything to go by. Even if you're not interested in hiring their services, their website is still pretty cool. All of the fancy stuff downloaded pretty quickly on my NT machine. Almost every movement of the mouse brings up some interesting effects. You can also tour

A site for newbies _ www.arriveat.com/Newbies Nike iD _ www.nike.com/idstart Pimple Portal _
www.pimpleportal.com Stone & Ward _ www.stoneward.com The Press (Christchurch) January 27, 2000, Thursday

the building, and pictures of people working in their offices are shown. There's a gallery, too, of advertising work the company has done for other firms -- some are static ads, others show TV clips, if you have the right software.--Robin Marshall

CAPTION:

GRAPHIC: [Home pages]

LOAD-DATE: January 27, 2000

LANGUAGE: ENGLISH

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WALL STREET JOURNAL

October 26, 2000, Thursday

NIKE RESCINDS AD, APOLOGIZES TO DISABLED PEOPLE

BYLINE: BY ANN GRIMES

SECTION: Section B; Page 20, Column 1

LENGTH: 46 words

Nike Inc has withdrawn a print-magazine ad campaign for new running shoes, following complaints from disabilities-rights groups; the ads for **Nike** ACG Dri-Goat, referred to people with disabilities as 'drooling and misshapen'; the ad agency was Wieden + Kennedy; photo (M)

LOAD-DATE: October 26, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

GRAPHIC: Photograph

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WALL STREET JOURNAL

April 28, 2000, Friday

NIKE INC

SECTION: Section B; Page 6, Column 6

LENGTH: 31 words

Nike Inc has ended talks with the University of Michigan to renew a six-year licensing and funding contract over disagreements over **Nike's** labor standards and human-rights policies (S)

LOAD-DATE: April 28, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

February 14, 2000, Monday

MARKET CHANGES PLACE DEMANDS ON **NIKE INC**

BYLINE: BY PHILANA PATTERSON

SECTION: Section B; Page 13B, Column 1

LENGTH: 33 words

Nike Inc chairman Phil Knight says the company is changing along with shifts in the US marketplace and its growth overseas; says he feels **Nike** has not gotten its message across to shareholders (M)

LOAD-DATE: February 15, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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The Atlanta Journal and Constitution

September 5, 2000, Tuesday, Metro Edition

BRIEFLY: Olympians urged to visit shoe factories

BYLINE: From News Services

SOURCE: CONSTITUTION

SECTION: Sports; Pg. 9D

LENGTH: 114 words

Olympic athletes in Sydney were urged Monday to visit **Nike** factories in Indonesia that activists contend exploit workers.

Activists renewed a campaign against the international sportswear giant, releasing a report that documents claims of intimidation and harassment of union workers and women in companies contracted to make **Nike** shoes in Indonesia.

Tim Connor, author of the "NikeWatch" report, said **Nike** was failing to protect workers' rights in its contract factories in Indonesia.

In response, "No company has done as much in terms of labor rights, code of conduct enforcement, age and wage improvements as we have," said Vada Manager, **Nike's** global issues manager.

LOAD-DATE: September 5, 2000

LANGUAGE: ENGLISH

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The Gazette (Montreal, Quebec)

Nike, new hero, 'new' sport all win: Triathlon makes its debut on Olympic stage and Simon Whitfield basks in its spotlight

BYLINE: WAYNE SCANLAN**SECTION:** Olympic Games; D1 / BREAK**LENGTH:** 815 words**DATeline:** SYDNEY

If Simon Whitfield had a great day in Sydney, so did **Nike** and the sport of triathlon.

"It was Canada's first gold medal at the Olympics," said **Nike** spokesman Michelle McSorley. "And **Nike's** first gold medal."

Nike already has sponsorship contracts with Victoria's big-name triathletes, Whitfield, 25, and Carol Montgomery, 34. They also have England's Simon Lessing in their stable.

It's a safe bet that the American mega-company will do further business with Canada's new sporting hero, more serious business.

Whitfield and his sport have both been elevated by the events of the weekend. The toast of the entire Canadian team, Whitfield has been receiving cheers just walking down the street in Sydney.

He is the perfect icon for a sexy "new" sport. Young. Tanned. Cool. Eloquent. Just a little off the wall. The story goes that while a boatful of Olympic triathletes were somberly being carted across the Sydney Harbour for their race, Whitfield and Germany's Stephan Vuckovic were clowning around on the boat, putting each other in headlocks, giving each other "noogies."

Apparently, it doesn't hurt to be loose on race day. Whitfield won gold; Vuckovic, silver. The more sombre entrants were down the list. Wait till the next Olympic triathlon - there will be 50 clowns going to the start line.

Thousands of Spectators

Over-all, the sport could not have had a bigger blast on a world stage, unless, perhaps, the U.S.A. and Australia had performed better, to feed the hype. Hundreds of thousands of spectators lined the course route, next to the Sydney Opera House and Botanical Gardens. Among the crowd, reportedly, were Chelsea Clinton, daughter of the U.S. president, and swimming icon Mark Spitz.

In short, triathlon was the place to be on the opening weekend. In its first Olympic competition, triathlon was handed the keys to the Games. With a course that showcased Sydney Harbour and the famous Opera House, triathlon was the first medal sport, handpicked by the Aussies because of their deluded dream of sweeping the women's event and scooping another medal in the men's event.

Though Michellie Jones took silver in the women's event, their other women were shut out as a Swiss, Brigitte

Nike, new hero, 'new' sport all win: Triathlon makes its debut on Olympic stage and Simon Whitfield basks in its spotlight The Gazette (Montreal, Quebec) September 18, 2000, Monday, FINAL

McMahon won the gold. The top Aussie man was Miles Stewart, in sixth place.

"Australia prides itself on being the best triathlon nation in the world," said Paul Regensburg, CBC's triathlon analyst and the director of high performance for Triathlon Canada.

A day after Whitfield's gold medal, the host nation was doing its best to claim Whitfield for their own. His father was born in Australia and Whitfield went to school and raced here as a teenager.

One newspaper called Whitfield "a dinki-di Australian, almost."

Aside from Australia's disappointment with the results, triathlon will take this publicity and run with it. The world looked in and found a very sexy sport, with athletes who excel at three different disciplines while confronting disaster.

Most Exciting Thing on TV

Canada's two best female triathletes lost their Olympic medal dreams to bike crashes, while Whitfield himself danced around a couple of near-smashups. "The winner is sometimes the one who manages to have the fewest negative things happen," Regensburg said.

Both events culminated in fascinating sprints to the finish. Tests of steel wills and iron lungs.

"To keep a two- hour sport interesting is not easy," Regensburger said. "And we're getting E-mails from people saying it was the most exciting thing they'd ever watched on television - people who have never seen triathlon before."

Perhaps no nation will prosper more from triathlon's weekend in the Sydney sun than Canada. The Canadian Olympic delegation has been swamped with E-mails from back home, enthusing about the sport and a prospective cereal-box hero. They are writing to congratulate Whitfield, but also the Canadian women who suffered bike crashes, Montgomery and Ottawa's Sharon Donnelly.

"The races showed the kind of emotional swings that are part of triathlon," Regensburg said. "Kids are writing to say they are going to start triathlon tomorrow."

Whitfield is practically a swimming, riding, cycling commercial for Triathlon Canada. He came out of the developmental Kids of Steel program. Last spring, Whitfield and Regensburg opened up a national training centre in Victoria. The centre has attracted 45 triathletes in the past six months.

How many more will sign on today to "triple their fun" now that Whitfield has delivered one of the greatest moments in Olympic history?

"There's a big party back in Canada," Regensburg said. "The profile of the sport has been incredible."

Here's hoping triathlon's ride to mainstream doesn't ruin its innocence. Triathletes have always had a bit of the lunatic fringe in them, and therein lies the charm.

LOAD-DATE: September 18, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: ROBERT F. BUKATY, AP / Simon Whitfield with gold medal: "No one said I had a shot. Triathlon magazine said I would fade. I thought: 'Bring it on.' "

Nike, new hero, 'new' sport all win: Triathlon makes its debut on Olympic stage and Simon Whitfield basks in its spotlight The Gazette (Montreal, Quebec) September 18, 2000, Monday, FINAL

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WALL STREET JOURNAL

May 10, 2000, Wednesday

NIKE PUTS ITS SWOOSH ON MP3 PLAYERS, WALKIE-TALKIES, HEART MONITORS

BYLINE: BY KHANH T L TRAN

SECTION: Section B; Page 1, Column 2

LENGTH: 59 words

Nike Inc, hoping to lure demographically powerful 'Generation Y' consumers, is moving beyond shoes and sportswear into a variety of high-tech products; hoping to repeat the success of its ergonomic running watches, **Nike** will unveil a line of sports-focused electronics, ranging from a digital audio player to a portable heart-rate monitor; photos (L)

LOAD-DATE: May 10, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

GRAPHIC: Photograph

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The New York Times

October 27, 2000, Friday, Late Edition - Final

Nike Sued Over Song in Ad

BYLINE: Bloomberg News

SECTION: Section C; Page 10; Column 4; Business/Financial Desk

LENGTH: 104 words

DATELINE: LOS ANGELES, Oct. 26

Nike Inc., the world's biggest maker of athletic shoes, and its advertising agency were sued by the singer Billy Paul for using his song "Me and Mrs. Jones" in a commercial. Mr. Paul seeks at least \$1 million in lost licensing fees, according to the suit filed in Federal District Court in Los Angeles. Wieden & Kennedy, **Nike's** ad agency, was also named as a defendant. "Me and Mrs. Jones" was the No. 1 song on the Billboard Top 40 chart for three weeks in 1972. Mr. Paul says that **Nike**, without his consent, has run ads featuring his voice singing the song. The company could not be immediately reached for comment.

<http://www.nytimes.com>

LOAD-DATE: October 27, 2000

LANGUAGE: ENGLISH

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Calgary Herald (Alberta, Canada)

August 23, 2000, Wednesday, FINAL

Nike creates women's division

BYLINE: The Associated Press

SECTION: Business; D8

LENGTH: 109 words

DATELINE: BEAVERTON, Ore.

Sneaker industry leader **Nike** is forming a division to focus on designing and marketing women's footwear, apparel and equipment.

The division will be headed by Clare Hamill, the former head of **Nike's** equipment division, the company said Tuesday.

"**Nike's** women's business is one of our major growth accelerators in the U.S. and internationally, making it one of our company's top priorities," **Nike** chairman Phil Knight said.

Knight said growing interest in the professional basketball and women's soccer, along with the popularity of female Olympians such as Marion Jones, has increased demand for women's sports and fitness products.

LOAD-DATE: August 23, 2000

LANGUAGE: ENGLISH

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The New York Times

June 2, 2000, Friday, Late Edition - Final

GOLF: ROUNDUP; WOODS WILL HIT NIKE

BYLINE: By CLIFTON BROWN

SECTION: Section D; Page 6; Column 3; Sports Desk

LENGTH: 145 words

In a move that had been anticipated for several weeks, Tiger Woods will use the **Nike** golf ball on a long-term basis, starting with the United States Open later this month in Pebble Beach, Calif.

Woods's representatives at IMG announced the change yesterday. After using Titleist golf balls since turning professional, Woods switched to the **Nike** ball for the first time in competition last month at the SAP-Deutsche Bank Open in Germany. Woods finished third in Germany, and he used the **Nike** ball again at the Memorial Tournament last weekend, which he won easily by five strokes.

"I understand the impact I can have, but it really doesn't matter if I'm not swinging the club well," Woods said at the Memorial.

"I need to keep playing solid golf. It's a different ball, but the best time to make a change is when you're playing well." CLIFTON BROWN

<http://www.nytimes.com>

LOAD-DATE: June 2, 2000

LANGUAGE: ENGLISH

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The New York Times

September 21, 2000, Thursday, Late Edition - Final

NBC in Sydney: The Judges Frown; That **Nike Ad**

SECTION: Section A; Page 28; Column 5; Editorial Desk

LENGTH: 154 words

To the Editor:

I was stunned and appalled by the **Nike** ad featuring the American track runner Suzy Hamilton sprinting away from a chain-saw-wielding maniac (Advertising column, Sept. 19). I could not believe that this was a commercial for **Nike** and not a trailer for a slasher movie.

The column quoted a spokeswoman for the agency that created the spot for **Nike** as saying the ad was an attempt to "present fundamental truths about sports in new and contemporary ways." I fail to see how there is anything "new and contemporary" about violence against women.

Nor is there any truth in the punchline of the ad: "Why sport? Because you'll live longer."

Women who are the victims of assault or who are killed by men with weapons will not be protected even if they are in good shape and wearing their **Nike** sneakers.

JENNIFER BRYAN
Northampton, Mass., Sept. 19, 2000

The writer is a psychologist.

<http://www.nytimes.com>

LOAD-DATE: September 21, 2000

LANGUAGE: ENGLISH

TYPE: Letter

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The Globe and Mail (Canada)

August 12, 2000 Saturday

Intrawest resorts to market Nike shoes

SECTION: REPORT ON BUSINESS: CANADIAN; NEWS BULLETINS; Pg. B5

LENGTH: 57 words

Nike Inc.'s Nike All Conditions Gear unit signed a four-year contract with Vancouver-based **Intrawest Corp.** to introduce its footwear and apparel lines at 10 Intrawest resorts in the United States and Canada. **Nike**, based in Beaverton, Ore., said it plans to open All Conditions Gear shops in three Mountain Adventure Centers and other initiatives.

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Globe and Mail (Canada)

September 5, 2000 Tuesday

Human-rights groups want athletes to see Nike factories

SECTION: SPORTS; OLYMPIC NOTEBOOK; Pg. S3

LENGTH: 1029 words

Olympic athletes at Sydney were urged yesterday to visit Nike factories in Indonesia that activists contend exploit workers.

Activists renewed a campaign against the international sportswear giant, releasing a report that documents claims of intimidation and harassment of union workers and women in companies contracted to make Nike shoes in Indonesia.

The Community Aid Abroad-Oxfam Australia report, based on interviews conducted with industrial union organizers in Indonesian factories, said workers were threatened with violence if they tried to join unions; that union members were fired for small mistakes and women were intimidated into not applying for leave by being required to undergo humiliating medical examinations.

Tim Connor, the author of the NikeWatch report, said Nike was failing to protect workers' rights in its contract factories in Indonesia.

"Recently, Nike has been pushing the line that it has reformed its human-rights practices," Connor said. "The truth is that [there has been] only very minor and grudging reforms.

"Nike is the biggest company in the sportswear industry . . . if anyone can afford to pay workers enough to eat, enough to feed their children, Nike is the company," Connor told a news conference in Sydney.

In response to Connor's report, Nike said it had undertaken to raise age requirements and wages for workers in Indonesia, improved factory conditions and published factory monitoring reports as part of reforms to improve conditions for its Asian workers.

"No company has done as much in terms of labour rights, code of conduct enforcement, age and wage improvements as we have," said Vada Manager, Nike's global issues manager.

"We uphold the Olympic ideal of human dignity," the statement said. "Those campaigning to eliminate sweatshops are addressing the right issue, but targeting the wrong company."

Connor said other sportswear manufacturers were equally responsible for exploitation of workers, but Nike was being targeted because it was the largest.

Nike, based in Beaverton, Ore., has 708 factories operated by contract companies and employing about 550,000 people.

Canadian Olympic high jumper Mark Boswell lost \$7,000 (U.S.) yesterday when he left his wallet at Brisbane Airport after arriving in Australia.

Human-rights groups want athletes to see Nike factories The Globe and Mail (Canada) September 5, 2000 Tuesday

Boswell, 22, believes he left his wallet in a luggage cart at the airport but he didn't realize it was missing until he was more than halfway to the Gold Coast, where the Canadian track and field team is training.

Police said the wallet was found about two hours later a few suburbs away from Brisbane airport, minus the cash.

"I had it in my trolley and I guess I must have left it," said Boswell, a native of Brampton, Ont. "It's got all my stuff in it, passport, money, credit cards, everything."

Boswell, who won silver last year in the world championships, is a medal threat in Sydney.

Boswell flew into Australia early yesterday morning from Berlin, where he won the high jump at the Golden League international athletics meet.

The money was earnings from a recent track meet in Greece.

Although suffering from jet lag, Boswell drove back to the airport to try to find the wallet, without success.

"It's a downer, but you know, I've just got to start refocusing and get ready for the Games," he said.

A Romanian horseman will miss out on the Sydney Olympics after Austrians accused him of stealing his horse.

Viorel Bobau needed only to finish a trial in Germany to attain the points necessary to represent his country in Sydney, but was stopped at the Hungary-Austria border and accused of stealing his stallion, Carnival.

Bobau, who missed out in Barcelona in 1992 when his horse fell sick, said: "After 25 years of work and sacrifice, it's sad to see your dreams die for the simple sin of being Romanian."

How do you know the Olympics are being held in Sydney? Everyone has his hand in your pocket.

This lighthearted exchange has become common among Sydney residents in advance of the games this month as prices rise in anticipation of a gold rush from hundreds of thousands of foreign visitors. Only the sex industry vows no rise in prices.

Taxi companies joined the rush last week, announcing a 10-per-cent surcharge during the Sept. 15 to Oct. 1 event. They had asked city authorities for a 20-per-cent surcharge to encourage as many drivers as possible to work during the games.

"For sure it's literally an opportunity to charge higher prices," said Gail Kennedy, spokeswoman for the Australian Consumers' Association. "It smacks of profiteering."

Higher charges for hotel rooms were introduced at the start of this month and restaurants are poised to cut back on menu sizes, charge higher prices and impose cancellation fees if diners do not turn up after making a reservation.

But many workers have secured so-called Olympic bonuses. They include train and bus drivers, security guards, hotel workers, casino staff and telecommunications staff.

"It's the practical reality of a big event, and what bigger event [is there] than the Olympics?" Kennedy said. "It's based on what they think the market can bear. In terms of food, maybe picnics are the way for visitors to go."

A spokesman for Sydney's Department of Fair Trading advised consumers to alert the department if they were hit with a charge they had not been warned about.

The drug ban of Olympic bicycling champion Andrea Collinelli will stand, and he can forget about competing in the Sydney Olympics.

"Nothing will change," Italian Olympic Committee president Giovanni Petrucci said. "Collinelli . . . will have to give

Human-rights groups want athletes to see Nike factories The Globe and Mail (Canada) September 5, 2000 Tuesday

up [his attempt to go to Sydney] seeing that we had promised seriousness on the doping front."

Collinelli won the track pursuit gold in Atlanta. He had been seeking reinstatement since a laboratory in Germany found last week that there were traces of the banned painkiller lidocaine and the stimulant fentermine in a blood test from the Italian cycling track championships in July.

Collinelli followed his Olympic gold with a pair of world championships in the 4,000-metre team pursuit. He has repeatedly said his food or drinks had been laced with the banned substances.

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Atlanta Journal and Constitution

November 28, 2000, Tuesday, Home Edition

eSPORTS

BYLINE: John Manasso, Staff

SOURCE: CONSTITUTION

SECTION: Sports; Pg. 2D

LENGTH: 621 words

> SAVE TIME ONLINE: All stories and urls in this column are one click away on ajc.com/enews

\$ 150 **Nike** gets its own Web site

Nike launched a Web site Monday for its newest profit-making machine: **Nike** Shox. The company says the technology for this sneaker has been 16 years in the making. If that's the case, why doesn't it do the running for you? You also can order a pair online --- where the \$ 150 price tag also might be good for a jolt.

www.nike.com/nikeshox

New WVU coach gets 'Net profits

How far has the Internet come in the past few years? Articles reporting West Virginia's compensation package for former Clemson offensive coordinator Rich Rodriguez included "\$ 189,000 from guaranteed earned income from radio, television, Internet and endorsements." His future may include a lot of time in chat rooms for that money.

www.wvu.edu/sports

LOOK WHO'S TALKING: 11.28.00

TODAY'S TOP CHAT

Houston Comets forward Sheryl Swoopes (below), a four-time WNBA champion and two-time Olympic gold medalist. Swoopes was the MVP and Defensive Player of the Year in the WNBA last season.

2 p.m. at wnba.com

OTHERS LIVE ONLINE CHATS

NBA chat with Sports Illustrated's Marty Burns

1 p.m. at cnnsi.com

Wisconsin senior forward Mark Vershaw

1:25 p.m. at espn.go.com

North Carolina State forward Damien Wilkins

2 p.m. at espn.go.com

Southwest Missouri State senior guard Jackie Stiles

6 p.m. at espn.go.com

ESPN college basketball analyst and former Duke power forward Jay Bilas takes questions during the Duke-Illinois game

9 p.m. at espn.go.com

LIVE ONLINE EVENTS

PRO BASKETBALL: The Hawks are in Washington for a 7 p.m. game with the Wizards. An Audio League Pass is needed to listen to it or any of the other nine games on tonight's NBA schedule.

nba.broadcast.com/audiolp/index.asp

PRO FOOTBALL: Just give him the microphone. Jets receiver Wayne Chrebet is interviewed exclusively by Joe Beningo, "The Chrebet.com Insider."

4 p.m. at www.chrebet.com

COLLEGE BASKETBALL: No. 1 Duke faces Illinois in Greensboro, N.C., in the ACC-Big Ten Challenge.

9 p.m. at goduke.com

HIGH SCHOOL HYPERLINKS

It's a fact: The Internet is one of the places to go to follow high school sports. Today, eSPORTS begins an occasional feature to help you keep up with your favorite sport, athlete or team this winter. Try these for starters:

ajc.com/sports/highschool --- Daily updates with news, features, metro and state rankings, athletes of the week and opinion polls.

ghsa.net --- Keeps you up-to-date during the playoffs in all sports.

personal.atl.bellsouth.net/atl/a/m/

amock/wrestling.htm --- Includes links to sites for metro teams and a search tool for finding more.

sportsfansofamerica.com/links/high_schools/

georgia.htm --- Includes links for basketball, swimming and wrestling.

www.ghssca.com --- The Georgia High School Swimming Coaches Association's site promotes swimming and diving in Georgia and around the U.S.

www.usadiving.com/diving_highschool.htm --- Keeps up with high school and college divers across the country.

E-MAIL US MORE: Got a favorite site that covers high school sports? E-mail the address to jmanasso@ajc.com.

BY THE NUMBERS

The top 10 teams being tracked by users of Sports Sleuth's targeted e-mail service:

1. Dallas Cowboys
2. New York Yankees
3. San Francisco 49ers
4. Green Bay Packers
5. Pittsburgh Steelers
6. Chicago Bears
7. Washington Redskins
8. Atlanta Braves
9. Los Angeles Lakers
10. Miami Dolphins

sports.sleuth.com

> **ON ACCESS ATLANTA:** Share your grief or hope for the future with Falcons fans at accessatlanta.com/shared/sports/nfl/falcons/forum.html

LOAD-DATE: November 28, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo

Sheryl Swoopes / MIKE FIALA / Associated Press

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WALL STREET JOURNAL

June 2, 2000, Friday

WOODS SWITCHES TO **NIKE BALL FROM TITLEIST FOR US OPEN**

SECTION: Section C; Page 10, Column 6

LENGTH: 40 words

Golfer Tiger Woods will formally switch to the **Nike** Tour Accuracy ball at the upcoming US Open, from Fortune Brand Inc's Titleist; the change officially ends a marketing conflict between Woods's top two golf sponsors, **Nike** and Fortune (S)

LOAD-DATE: June 2, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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DAILY MAIL (London)

November 16, 2000

Nike protesters hunt Tiger

BYLINE: Bryan Cameron**SECTION:** Pg. 88**LENGTH:** 314 words

TIGER WOODS had to be escorted through an angry crowd of former Nike workers who ambushed him in the lobby of the exclusive Bangkok hotel where he is staying for the Johnnie Walker Classic.

About 100 angry protesters, who claimed they were still waiting to receive compensation after being sacked by Nike in September, apparently targeted Woods because he is sponsored by the giant company to the tune of GBP 70million over five years.

Woods said: 'They have their own opinions and they have the things they want to try and accomplish and you can't stop them from doing that. That's their right and so be it.' Woods, whose mother Kultida is from Thailand, had been expecting a warm welcome in the country where he has been hailed as a hero and accorded honorary citizenship. He was welcomed by his mother and hundreds of fans when his private jet touched down but was confronted by the protesters on arrival at his hotel.

The 24-year-old confessed that the relentless expectations of media and fans was hard to cope with - especially in the wake of his amazing hat-trick of major titles this year.

'When I first played in Thailand as an amateur in 1994 I did envisage being this successful as a player, but not all the hysteria around it off the golf course,' said Woods.

'No-one can ever prepare you for that. All you know as a kid is that you want to hit golf shots and try to win tournaments and beat your heroes.

No-one ever thinks about the other side of it.

'I know everyone wants a piece of me but it's a responsibility and I accept it and I never lose sight of my main objective, which is to play the best I can and win golf tournaments.' Woods has already claimed nine titles this season, and victory on Sunday - in an event which counts as the first towards the 2001 Order of Merit - would see his earnings for 2000 top the GBP 7m mark.

LOAD-DATE: November 17, 2000**LANGUAGE:** English**GRAPHIC:** WOODS: 70M NIKI DEAL GOLF TO THE POINT: FORMER NIKI WORKERS IN BANGKOK

Nike protesters hunt Tiger DAILY MAIL (London) November 16, 2000

PICTURE: AP

PUB-TYPE: Paper

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The Daily Telegraph (Sydney, Australia)

August 24, 2000, Thursday

Nike sued over 'unfair' Woods ball endorsement

BYLINE: DAVID KRAVETS

SECTION: SPORT; Pg. 65

LENGTH: 353 words

TIGER Woods' secret has been revealed in a lawsuit claiming his sponsor **Nike** was engaging in unfair business practices.

Even though he endorses **Nike** Tour Accuracy golf balls in TV and magazine ads, Woods really plays with custom-made balls unavailable to everyday duffers, **Nike** acknowledged after being sued in federal court in San Francisco.

Nike said yesterday the balls Woods uses for his monster drives have a slightly harder inner and outer core than the balls sold to the public.

"Those two elements are slightly firmer than the marketed ball," revealed Mike Kelly, marketing director for **Nike** Golf.

Kelly said it's common practice in the golfing world to sell the public different products than what the pros really use.

"It's an industry practice to make minor specification changes to golf products -- irons, putters and golf balls -- for tour players," he said.

"Slight specification and modifications need to be made to their equipment for their game."

In the suit filed in the US District Court in San Francisco, a non-profit group called Public Remedies Inc claimed **Nike**, based in Beaverton, Oregon, was engaging in unfair business practices. It asks that **Nike's** "ill-gotten gains" be restored to the public.

"Tiger Woods does not play the **Nike** Tour Accuracy golf ball but instead plays one with a different composition and performance characteristics specially made for him ... and not available to the general public," the lawsuit said.

Other leading names in golf say their customers get exactly what their pros endorse.

Joe Gomes, a spokesman for Titleist, said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could order it.

"We are very particular about our advertisements. We don't make any claims that cannot be substantiated in both golf balls and clubs," Gomes said.

Callaway Golf said that if one of its golf pros says he uses a certain club, that identical club is available retail.

Nike sued over 'unfair' Woods ball endorsement The Daily Telegraph (Sydney, Australia) August 24, 2000, Thursday

Tiger's agent, Mark Steinberg, did not immediately return a call requesting comment on the lawsuit.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Independent (London)

September 16, 2000, Saturday

GOLF: WOODS SETS SIGHTS ON RECORD DEAL

BYLINE: Doug Ferguson In New York

SECTION: SPORT; Pg. 32

LENGTH: 265 words

TIGER WOODS is on the verge of setting a new benchmark - an endorsement contract with **Nike** worth about pounds 70 million, believed to be the richest in sport.

Woods and **Nike** have agreed to a five-year extension to his existing deal that will pay him an average of about pounds 14 million a year, according to a source close to the negotiations.

Woods' agent, Mark Steinberg, described the deal as an "outstanding contract", but declined to discuss specifics, saying only that: "It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports."

Bob Wood, **Nike's** golf president, was also circumspect: "We've worked on this for 18 months. It's a pretty creative contract. It has a lot of aspects to it, but the effort was worth it. It's not often you get a chance to work with somebody who's the best in the world at what they do. Working with and being associated with Tiger Woods has created an incredible amount of positive energy about **Nike** Golf and **Nike**."

Woods has represented **Nike** since turning professional in 1996. In just four years he has raised his game to a level few could have imagined, and attracted a record number of TV viewers along the way.

With three tournaments to play, his nine victories this year are the most in one US PGA Tour season since 1950 and he is on course to shattered the all -time season scoring average set by Byron Nelson in 1945.

Earlier this year, Woods - who is still only 24 - signed an endorsement deal with Buick worth pounds 20m over five years and carries its logo on his bag.

LOAD-DATE: September 16, 2000

LANGUAGE: ENGLISH

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The Toronto Star

April 14, 2000, Friday, Edition 1

SPOTLIGHT BO DIDDLEY SUES NIKE**SECTION:** ENTERTAINMENT**LENGTH:** 269 words

Legendary rock 'n' roll star Bo Diddley has sued sneaker giant **Nike** Inc. for using his name and image without permission. The 71-year-old musician alleges **Nike** made hundreds of thousands of dollars in revenues from sales of T-shirts bearing Diddley's name, likeness and the inscription "You Don't Know Diddley" without authorization. The suit seeks unspecified compensatory and punitive damages, alleging that a 1989 agreement giving **Nike** permission to use Diddley's likeness expired after two years, but **Nike** has continued selling the T-shirts.

RETURN OF SIBS: Tarragon Theatre has scheduled a second run of the sold-out spring show Sibs, written and performed by Diane Flacks and Richard Greenblatt. Sibs will play from Oct. 19 to Nov. 12, at Buddies in Bad Times Theatre. Tickets may be obtained from the Tarragon box office at 416-531-1827.

A touring production of the award-winning musical Rent will visit the Pantages Theatre, 244 Victoria St., from June 6 to 18. Rent was at the Royal Alex Theatre in 1998.

CONCERT ANNOUNCEMENTS: Steely Dan arrives at Molson Amphitheatre June 27 in promotion of a new album Two Against Nature. Tickets are \$86, \$66 and \$46 for reserved seats, \$32 for lawns. On sale through Ticketmaster, Monday at 10 a.m. The on-sale date for the Aug. 16 Red Hot Chili Peppers / Stone Temple Pilots double bill at the Amphitheatre has been postponed indefinitely while the Peppers finalize details of their Canadian tour. Tickets will go on sale at a later date, to be announced shortly.

WITH FILES FROM THE STAR'S WIRE SERVICES

LOAD-DATE: April 14, 2000**LANGUAGE:** English

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Courier Mail (Queensland, Australia)

September 29, 2000, Friday

Mambo gears up to do it with Nike

BYLINE: Ben English

SECTION: FINANCE; Pg. 23

LENGTH: 368 words

MAMBO is negotiating with footwear giant **Nike** to form a distribution alliance in the United States.

The anti-establishment leisurewear icon, bought out by Gazal Corp last March, has held talks with **Nike** executives visiting Sydney for the Olympic Games.

Gazal managing director Michael Gazal said a **Nike** alliance was being considered as a means to break into the tough US retail market.

"We had one of the **Nike** guys ring up and ask about it," he said. "It was one of the **Nike** guys out here for the Olympics. He visited one of the stores."

Mr Gazal ruled out any sale of Gazal's marketing rights to Mambo in the US. Instead, the two are pursuing a joint venture.

"They could be a good distribution partner. **Nike** would have to be one of the giant trademarks. It is like a mega giant.

"Obviously, getting into bed with someone like **Nike** we will have to weigh up all the issues carefully."

But Mr Gazal said he was also considering establishing Mambo in America using internal resources.

"Down the track we may decide we may want to have our own business in the United States. We might send someone from Australia to live there and do it ourselves.

"Another option is a joint venture with someone like **Nike** but there are a number of different ways we could do it."

Mr Gazal said he was compiling a masterplan to develop a global distribution for Mambo, beginning in the UK and Europe before taking on the US.

And a float may be in the pipeline, he said.

Mr Gazal said the Mambo purchase in March had transformed Gazal Corp from a brand renter to a global brand owner.

"It's a lot different from being an Australian licensee," he said.

"We are really focusing on the Australian operation, the European operation and getting our international sourcing structure ready to supply world markets.

Mambo gears up to do it with Nike Courier Mail (Queensland, Australia) September 29, 2000, Friday

"It's an exciting time for us. We just have to make sure we have the right business plan and execute it properly."

Gazal paid Mambo creator Dare Jennings and his partner Andrew Rich \$8.7 million worth of Gazal shares, making them the largest shareholders outside the Gazal family with an 8 percent stake.

Mr Jennings remains Mambo's creative director and has taken a seat on the Gazal board.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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The Evening Standard (London)

November 3, 2000

United scores record £303m deal with Nike

BYLINE: Robert Lea

SECTION: Pg. 42

LENGTH: 172 words

MANCHESTER UNITED has signed a world record sponsorship deal with US sports kit giant **Nike** which will see the Premiership leaders and former European champions receive £303 million over 13 years.

Nike, however, is reserving the right to pull out of the alliance after six years or alter the amount of its payments if United fails to get into Europe or falls below halfway in the Premiership.

The deal, due to start when the current deal with Umbro ends in the summer of 2002, means **Nike** will become United's kit supplier and sponsor and gain the worldwide rights to manufacture, market and sell all Unitedbranded replica kit, footwear, clothing and equipment .

The deal means United will receive £133.4 million over the first guaranteed six years of the deal plus 50% of net profits generated by **Nike** from merchandising. While **Nike** reserves the right to quit the deal after the initial six years, it said over the 13 years United should receive \$ 438.5 million or £302.9 million at current exchange rates.

LOAD-DATE: November 8, 2000

LANGUAGE: English

PUB-TYPE: Paper

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USA TODAY

September 15, 2000, Friday, FINAL EDITION

Woods' latest trophy: \$100 million Nike deal

BYLINE: Harry Blauvelt

SECTION: NEWS; Pg. 1A

LENGTH: 328 words

Tiger Woods will boost his bank account by about \$ 100 million with an expected five-year contract extension with Nike in what is believed to be the richest endorsement deal in sports history.

Nike's new deal with the world's No. 1 golfer could be finalized as early as today. It has been predicted that Woods might someday become sports' first \$ 1 billion man.

Neither Bob Wood, president of Nike Golf, nor IMG's Mark Steinberg, the golfer's agent, would discuss details. Other sources close to the negotiations put the figure at roughly \$ 100 million.

"I would assume it's one of the largest contracts in sports marketing history," Steinberg said. "It's been in the works for a long time."

Steinberg added that the contract fairly compensates Woods, not just for what he's done for Nike but for golf in particular and sports generally.

"In terms of golf, if it's not the No. 1 deal ever done, I'm not aware of a bigger or better one for everybody," Wood said. "Whatever he's making from us, he's worth it."

The contract starts in one year, when the old one expires. Woods signed his first Nike deal in 1996 for an estimated \$ 40 million over five years.

The one major difference between the new and old contracts is that Woods now is contractually bound to play the Nike Precision Tour Accuracy Ball. He's been using a Nike ball, without a contract, since the Deutsche Bank Open that he won in May.

In advertising parlance, Woods is a head-to-toe Nike man. He wears Nike footwear, clothing, gloves and hats. And now uses the ball.

Woods' latest trophy: \$100 million Nike deal USA TODAY September 15, 2000, Friday,

The contract includes everything but clubs and the bag.

Woods, 24, who has endorsement deals with 11 companies, has won nine tournaments this year, the most on the PGA Tour since 1950.

The wins include three major championships.

"Tiger is very, very significant for us as a company, not just as a golf company," Wood said. "That is taken into account in the new deal."

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, color, Reuters; Product placement: Woods wears **Nike** while on tour.

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Sydney Morning Herald (Australia)

September 25, 2000 Monday
Late Edition

Mo flash for your dash as the shoe wars hot up; Olympics News

BYLINE: Andrew Horner and AAP

SECTION: OLYMPICS; Pg. 25

LENGTH: 474 words

When the 100 metres gold medallist, Maurice Greene, flung his flashy shoes into the crowd on Saturday night, **Nike's** legion of marketing executives who have descended on Sydney couldn't have wished for a better publicity stunt.

Not since Michael Johnson's gold runners at Atlanta has a pair of shoes attracted so much attention. And shoes that attract publicity are catching on among other athletes.

Marion Jones has been sporting a silver pair of **Nikes** in Sydney. Cathy Freeman has her yellow, black and red **Nikes** the equivalent of the Aboriginal flag on her feet.

But it was Greene's shoes covered in the United States stars and stripes, with goldplated soles and spikes which have been attracting the headlines.

They were specially created for Greene and carry **Nike's** "swoosh" trademark in bright red perfect for television cameras and newspaper photographers to focus on.

The move was yet another attempt by **Nike** to stake out its Olympic territory. The sportswear giant paid \$8 million in December to become an official sponsor.

But it faces stiff competition from archrivals Reebok and adidas.

Adidas is spending \$8 million on an intensive television advertising campaign during the Olympics. While the company is not an official sponsor of the Sydney Games, its marketing director, Mr Rob Mills, said there was nothing stopping it from using the Olympics to increase the brand's exposure.

"Consumers love the Olympics because it's a fantastic celebration of sports," he said. "We make a lot of equipment which is used in the events held during the Games.

"There is a tremendous upsurge of interest in sport during the Olympics; the exposure you can generate for your brand during this time is enormous.

"We have a legitimate right to talk about our commitment to sport and athletes. We are not breaking any rules or regulations. We're not ambush marketing. But at the same time we aren't going to sit on our hands during a major sporting event."

Mo flash for your dash as the shoe wars hot up; Olympics News Sydney Morning Herald (Australia) September 25, 2000 Monday

Adidas has taken over the exclusive Shore school during the Games. It has become the company's hospitality and media centre for the many athletes it sponsors around the world. When one of them does well adidas holds press conferences in its own media centre in an effort to make the media pick up on its "branding" activities.

According to Greene, hurling his shoe into the crowd was all about giving something back to the fans for their support.

"You know the fans here are so great ... I was just overwhelmed with them greeting me the way they did," the world's fastest man said yesterday.

"I wanted to give them something because me giving them the show wasn't enough, so I gave them my shoe."

But Greene quipped that he might want the shoe back from Ben Harper, a 20yearold Wagga jeweller, when told it could be valued at \$US100,000 (\$186,567).

"If it's worth that much then I think I want it back," he said.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: One for the fans ... a Maurice Greene gold medalwinning shoe.

PUBLICATION-TYPE: Newspaper

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The Vancouver Province (British Columbia)

August 23, 2000 Wednesday Final Edition

People

SOURCE: The Province**SECTION:** Money; Pg. A30**LENGTH:** 279 words

SHOPPERS' LOYALTY KEY

Dave Ferguson, president and chief executive of Wal-Mart Canada Inc., will make his first public-speaking appearance in B.C. Sept. 21. Ferguson, who was selected Canada's Distinguished Canadian Retailer of the Year for 2000, will address the Retail Council of Canada's 2000 Annual Western Canada conference at the Vancouver Convention & Exhibition Centre. He will explore why employee loyalty is one of the most important ingredients in any retailer's recipe for success, and how motivated staff translate into superior customer service, higher sales, satisfied customers and repeat shoppers.

NIKE TAGS WOMEN

U.S. sneaker industry leader **Nike** is forming a division to focus on designing and marketing women's footwear, apparel and equipment. The division will be headed by Clare Hamill, the former head of **Nike's** equipment division. Chairman Phil Knight said growing interest in the pro basketball and women's soccer has increased demand for women's sports and fitness products.

Hamill joined **Nike** in 1981 as a technician in the **Nike** Sports Research Lab. She later held positions as director of marketing in Europe, director of men's apparel merchandising and vice-president of global footwear.

STRATEGIST MOVES

Amanda Diedrick, 32, has joined the Barr & Wilcox Group as an issues management/corporate public relations consultant. She was corporate communications strategist at the Overwaitea Food Group.

ROYAL POSTING

Royal Bank of Canada has appointed Douglas Elix to its board of directors. Elix is senior vice-president and group executive of IBM Global Services as well as a member of the IBM corporate executive committee.

LOAD-DATE: March 28, 2002**LANGUAGE:** ENGLISH**GRAPHIC:** Color Photo: (Dave Ferguson) Color Photo: (Phil Knight)**TYPE:** Business; Appointment

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The Straits Times (Singapore)

Three stops will do it for one busy man

March 7, 2000

MY BOOKMARKS

Among them, a page on India, **Nike's** next target

SATYEN PATEL, 42 **Nike's** general manager in South-east Asia

IN THE Just Do It world of **Nike**, there is no time to waste. Riding the crest of both the sporting and fashion waves requires a finger to be placed firmly on the pulse.

Nike's general manager in South-east Asia is Mr Satyen Patel, 42, and when he surfs the Net he looks for sites that "fulfil a definite need and curiosity in terms of getting snapshots and soundbites in quick easy doses".

Just before dashing off to the airport for a business trip, he shared three of the websites he visits regularly.

He said: "They're well rounded, focused and with sufficient details."

Just right for a busy executive who is constantly on the move.

www.rediff.com MR PATEL describes this portal as India-centric, which nicely sums it up.

"At **Nike**, this is the next major market we're setting our eyes on. I've found this site to be comprehensive, informative and easy to flow through."

Among other things, the site provides market indices, news and entertainment features.

"Their e-commerce capability is noteworthy for those interested in dispatching things within India."

www.nytimes.com "EVER since we lived in New York for six years, we couldn't do without the Sunday New York Times.

"A one-shop-stop to bag the news about anything and everything around the globe."

He also values this online newspaper for its information on the marketplace and following consumer trends, important aspects of his business.

"Their section on restaurants and fashion each weekend is amazing."

www.metmuseum.org "THE classic site to chill out and glide through," he said of the online version of New York's Metropolitan Museum of Art.

He appreciates the site's recent upgrade, which enables the user to explore and learn about the art world.

"The Metstore within the site is terrific for gifts for those special anniversaries and birthdays."

The Straits Times (Singapore) March 7, 2000

SECTION: Life; Life! Personal Tech; Pg. 7

LENGTH: 331 words

LOAD-DATE: March 7, 2000

LANGUAGE: ENGLISH

GRAPHIC: Quick, easy doses is what Mr Patel looks for

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The Guardian (London)

September 28, 2000

Football: United sign pounds 300m deal with Nike**BYLINE:** David Plummer and Daniel Taylor**SECTION:** Guardian Sport Pages, Pg. 5**LENGTH:** 549 words

Manchester United have agreed a world-record kit deal with the sportswear company **Nike** that will earn the Premiership champions pounds 300m.

The 15-year deal, to be announced on Monday, will eclipse any other in the football industry. It is due to start when Umbro's current contract expires in two years.

It will be worth an estimated pounds 20m a year, easily beating the current world-record kit deal between **Nike** and the Brazilian Football Federation. That 10-year agreement is worth about pounds 7m a year to Brazil and covers all the country's national teams, including junior and women.

Nike has taken the dramatic step in a move to gain a stranglehold of the world football business after seeing the basketball market fall. The retirement two years ago of Michael Jordan, who helped make **Nike's** name and fortune, hit the company hard.

Nike had already forged close links with United, most notably through its endorsement of Eric Cantona. The current United players Andy Cole, Dwight Yorke and Paul Scholes are all kitted out in **Nike**.

The company has spoken to Sir Alex Ferguson about him adopting a role as a part-time "ambassador" for **Nike** when he retires. A furious process of tender has been going on in secrecy at Old Trafford for several months and a plc deputation also visited **Nike's** world headquarters in Oregon.

David Beckham last night denied allegations that he spat towards the German referee Markus Merk near the end of United's 3-1 defeat by PSV Eindhoven in the Champions League match on Tuesday.

Although he did not deny spitting, he was adamant it was not at the official. "I did not spit at the referee at all," he said. "Things happen, you react and get headlines for it. But sometimes it looks worse than it actually is."

Merk, who later booked the midfielder for dissent, apparently failed to spot the spitting incident. The likelihood, therefore, is that it was not included in his match report and that Uefa will not deem it necessary to consider disciplinary measures.

Emmanuel Petit last night insisted he had no intention of leaving Barcelona despite reports in the Spanish press that Barca have asked his agents to find the former Arsenal player another club.

Petit has been a peripheral figure in his first two months at the Nou Camp, having failed to impress the coaching staff,

and Mundo Deportivo reported that Chelsea were among a host of clubs alerted to his possible availability.

"I've spoken to Jose Mari Bakero (the assistant coach) and he has told me there is nothing in this story," responded Petit. "I'll do everything to stay here and be successful. I'm not a quitter."

Petit signed for Barcelona for pounds 9m during the summer but has started only one game since the Spanish league got under way.

Mark Kennedy and Phil Babb learned last night that they will not play for the Republic of Ireland until they have answered court charges of drunken behaviour and criminal damage. They are due in court on November 13.

Kennedy, of Manchester City, and Babb, of Sporting Lisbon, were sent home after being arrested last month in Dublin by an off-duty policewoman for allegedly jumping on her car after a drinking session in the build-up to the Republic's Group Two game in the Netherlands.

LOAD-DATE: September 28, 2000

LANGUAGE: ENGLISH

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Birmingham Evening Mail

April 6, 2000, Thursday

NIKE SUED OVER SHOES

SECTION: Pg. 6

LENGTH: 107 words

A NEW York orthopaedic surgeon has sued **Nike** for pounds 7 million, saying their shoes tripped her up.

Dr Deborah Faryniarz claims she sustained serious permanent injuries when she fell while jogging.

According to the lawsuit, her shoelace hooked around the back of the training shoe, sending her sprawling.

Lawyer James P Kreindler said the fall severely injured the doctor's right wrist. She was also pregnant with her first child at the time.

The lawsuit alleged that **Nike** knew before Dr Faryniarz was injured that the **Nike** Certitude Cross-trainers were dangerous but failed to fix them.

Nike refused to comment.

LOAD-DATE: April 7, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Vancouver Sun (British Columbia)

September 15, 2000, Friday, FINAL

Nike buys more Woods: A new endorsement deal for the superstar golfer may earn him \$100 million.

SECTION: News; A5

LENGTH: 295 words

DATELINE: BEAVERTON, Ore.

BEAVERTON, Ore. -- Sports gear giant **Nike** Inc. said Thursday it had extended its marketing deal with the world's best golfer, Tiger Woods, for another five years in one of the biggest endorsement packages ever.

Nike Golf President Bob Wood declined to confirm reports that the deal would pay Woods \$100 million, but the contract is worth far more than Woods' current five-year deal, which had been estimated at \$40 million.

"Did he get a big raise? Yes he did, and he's worth every penny of it," Wood said in a telephone interview.

"It's definitely right up there, if it's not the largest. I haven't seen one bigger than this, and I've been at **Nike** for 25 years," Wood added.

Like retired basketball legend Michael Jordan, Woods gets more money as **Nike** sales exceed contract targets, potentially adding millions to his bank account.

"Michael's deal had upside. This deal has upside, too," Wood said.

Woods endorses a range of golf-related gear and clothing, including hats, shoes, gloves and shirts.

The new deal runs from Sept. 1, 2001 until Sept. 1, 2006 --when his current contract expires. Woods and **Nike** also signed an addendum to the current deal that will pay him more money to endorse **Nike's** new line of golf balls.

Woods has been hitting **Nike** balls in tournaments since May 1, coinciding with his red hot performance on the links and a surge in **Nike's** market share, Wood said.

"Much of what we've done in the golf business so far can be directly attributed to Tiger. We've gone from zero to four percent market share in golf balls in just a few months."

Woods this week won the \$3.1 million Canadian Open, becoming only the second player in history to win the U.S., British and Canadian Opens in the same year.

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

Nike buys more Woods: A new endorsement deal for the superstar golfer may earn him \$100 million. The Vancouver Sun (British Columbia) September 15, 2000, Friday, FINAL

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The Denver Post

June 21, 2000 Wednesday 2D EDITION

Nike boss Knight is right**BYLINE:** Thomas Friedman,**SECTION:** DENVER & THE WEST; Pg. B-11**LENGTH:** 698 words

Some things are true even though Phil Knight, the chairman of **Nike**, believes them.

Knight recently made news for suddenly withdrawing a contemplated \$ 30 million gift to the University of Oregon after the university balked at joining a coalition - the Fair Labor Association - that was formed by human rights groups, colleges, the U.S. government and companies such as **Nike** to alleviate global sweatshop conditions. Oregon opted to join an alternative group being pushed on college campuses, the Worker Rights Consortium, which also plans to combat sweatshops, but refuses to cooperate with any companies, such as **Nike**.

The natural assumption is that Knight is wrong. The truth is, **Nike** has a shameful past when it comes to tolerating sweatshops. But on the question of how best to remedy those conditions - which **Nike** has now agreed to do - Knight is dead right and Oregon wrong: The best way to create global governance when there is no global government is to build coalitions, in which enlightened companies, consumers and social activists together forge their own rules and enforcement mechanisms. That's what the FLA represents and it's what the WRC doesn't.

We've heard plenty this year about the downsides of globalization. The question is what to do about it. The more radical protesters, such as the WRC, want to trash multinationals and get the World Trade Organization to set rules for workers and the environment, not just for trade. And what practical effect have the protesters had so far? Zero.

So what to do? Well, it comes down to this: Do you want to make a point or do you want to make a difference? The FLA was formed to make a difference. The WRC was formed to make a point.

The FLA was forged four years ago, and it now includes the Lawyers Committee for Human Rights, the National Council of Churches, the International Labor Rights Fund, 135 universities and major apparel companies. After long talks, this diverse group agreed on a nine-point code for any apparel factory anywhere in the world - including rules against forced labor and child labor, as well as freedom of association, minimum wages, maximum working hours, lighting and safety. They also agreed on a system of independent monitoring, surprise inspections and followups, which is now being tested in five developing countries. Companies whose factories comply will be able to sew an 'FLA' label into their clothing, and the 135 universities have agreed that their logos will go only on FLA-made products. Global brands can't afford any longer to be associated with sweatshops, and the FLA creates a credible system for empowering consumers to punish dirty companies and reward improving ones. The WRC, by contrast, is backed by protectionist U.S. unions, such as Unite, that don't want any system that would give a stamp of approval to any production outside the United States. That's one reason the WRC won't work with companies. But that means the WRC has no way of consistently monitoring factories or following up remedies, and it is only focused on clothing sold on college campuses. It's good that there's a WRC out there noisily protesting sweatshops and embarrassing

companies. But the WRC is not a substitute for the FLA, which has a comprehensive strategy for upgrading the whole apparel industry. It's a pity that some cowardly college presidents - intimidated by a few vocal and often uninformed students - have quit the FLA in favor of the WRC. 'We need to make these companies our allies, not our opponents,' said Sam Brown, the 1960s antiwar activist, former U.S. ambassador and now director of the FLA. 'We won't change the world overnight. But it is foolish to dismiss the FLA because it does not go far enough or fast enough. The issue is how to get from here to there, and the FLA has a real strategy for harnessing U.S. consumer power to change the lives and working conditions of real people.' Thomas L. Friedman, a two-time Pulitzer winner, writes for The New York Times.

LOAD-DATE: June 21, 2000

LANGUAGE: ENGLISH

TYPE: COLUMN

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Morning Star (Wilmington, NC)

January 13, 2000, Thursday

Next / Be careful what you throw away; Brand names from the '80s are hip again

BYLINE: JANE RINZLER BUCKINGHAM, N.Y. Times News Service

SECTION: Lifestyle; Pg. 1D

LENGTH: 478 words

What are some of the hippest brands of jeans these days? If you're thinking of obscure names and high price tags, think again. Think Levi's. Yes, Levi's. And Sergio Valente. Some of the biggest of the big brands are back, it seems. And not just in the world of jeans. So before you clean out your closet for the new year, take a look at this list of brands that have become cool again among the trendy.

* NIKE

Like any crush, our love affair with Nike had to end. It seemed that no matter how much we paid for the shoes, no matter how well-coordinated our outfits, we were never quite the performance athletes Nike wanted us to be. We grew tired of "just doing it." We needed a rest.

Nike's popularity was initially eroded by brands such as Airwalks and Vans. Then Adidas' stripes began appearing everywhere. Even New Balance and Saucony had their moments.

Yet just as mainstream Americans seemed about to banish Nike, trendsetters -- those hip, forward-thinking individuals who often set the pace for others -- began returning to the brand.

* LEVI'S

A few years ago, Levi's could do no right. Their product was staid, their ads inconsistent and often bizarre. And they somehow managed to miss completely the fact that wide jeans and hip-hop clothing were the biggest things to hit teens since rock 'n' roll.

But while everyone was rushing out to buy Tommy, Abercrombie and Polo, the Levi's elves were hard at work. They began to build on the brand's popularity abroad, marketing their best products in Europe and importing their European advertising success to the States.

Soon trendsetters across America began clamoring for the Levi's Equipment for Legs line: high-tech, all-weather pants that allow the wearer to do a lot -- and look cool doing it.

* MARITHE & FRANCOIS GIRBAUD and SERGIO VALENTE

These two brands, which seemed to have been sentenced to life in fad prison, have suddenly been paroled.

Next / Be careful what you throw away; Brand names from the '80s are hip again Morning Star (Wilmington, NC)
January 13, 2000, Thursday

Marithe & Francois Girbaud is back for good behavior. The brand has reinvented itself; today it features stylish little nylon jackets and utility skirts similar to those from other hip labels such as 555 Soul. Now known only as "Girbaud," the clothing line is hot among trendy teens.

Sergio Valente, on the other hand, is back for time served. In the '80s, the classic sexpot line of jeans was known for its tight look and steerhead logo. Today's tight Sergios remind us of all that we miss from the fun-filled '80s.

* SWATCH

While Tag Heuer, Spoon and a series of other watch brands are dazzling consumers with more features than an iMac, the simple Swatch -- the poor-man's Rolex of the '80s -- has quietly been rediscovered.

The designs have gotten cooler, and the price makes them almost disposable.

In a world where individualism is everything, Swatch offers a watch for your every mood, outfit or hairstyle.

LOAD-DATE: January 13, 2000

LANGUAGE: ENGLISH

GRAPHIC: FILE. Levi's are back

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The New York Post

June 16, 2000, Friday

NIKE ENTERS OLYMPICS

BYLINE: ALLYSON LIEBERMAN**SECTION:** All Editions; Pg. 037**LENGTH:** 414 words

As the athletic-sneaker market takes a tumble, **Nike** is making a mad dash to beef up its other divisions.

On Monday, **Nike** will unveil its never-before-seen designs for the Olympic summer games as part of its strategy to strengthen its apparel business.

The sneaker giant, along with Vogue and GQ magazines, will take over the Delegates Dining Room at the United Nations to present the new designs, which will be worn by athletes from 17 different countries.

Nike will make exclusive designs for the U.S. track and field, rowing, softball and women's volleyball teams. It will also design athletic apparel for teams from China, Germany, Italy, Poland, Russia and the Netherlands, among others.

The Olympics could not come at a better time for **Nike**.

In February, the Beaverton, Ore.-based **Nike** saw its shares plunge 19 percent after the company warned that retailers' plans to close hundreds of sporting-goods stores would hurt the athletic-shoe-maker's earnings.

On top of the store shutdowns, sales fell 8.1 percent last year as consumers switched to dressier styles, favoring hiking boots and khaki pants over the sweatpants-and-running-shoes look.

To combat the loss, **Nike** announced last month that it would form a new high-tech electronics division, pumping out items such as portable audioplayers, heart-rate monitors and two-way radios to be introduced by the holiday shopping season.

"**Nike** has definitely made a strong push into new categories," said John Taylor, an analyst at Arcadia Investment Corp.

"The sneaker business has always been tough because it's subject to fashion whims that change with the wind."

Taylor said **Nike** is still the leading sneaker manufacturer but is now looking to build its apparel and accessories businesses.

"**Nike** is still the dominant name in sports. It's a smart idea to identify themselves with winners.

"And the Olympics is a wonderful forum. It's the most visible way to get the swoosh out there."

A spokeswoman for the company that makes the basketball sneakers once worn by living-legend Michael Jordan and the outfits worn by tennis great Andre Agassi said, "The apparel business is a growing business for us."

She said the Olympics "helps us to reinforce our innovation message," and "being associated with great athletes provides us with the opportunity to create the best product."

LOAD-DATE: June 16, 2000

LANGUAGE: ENGLISH

GRAPHIC: FASHION PARADE: Phil Knight's **Nike** will clothe athletes from 17 different countries with its new Olympic line.

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Hobart Mercury (Australia)

September 27, 2000, Wednesday

Nike set to play strong suit

LENGTH: 253 words

CATHY Freeman's Swiftsuit may become a retail product as sportswear giant **Nike** prepares to cash in on her victory in the 400m final.

Nike's marketing team were ecstatic with Freeman's decision to don the hi-tech suit, that uses aerodynamics and heat-sensored fabrics to boost performance, which is only available to **Nike**-sponsored athletes.

Less than 12 hours after her medal victory, **Nike** launched an advertising campaign on bus shelters around Sydney and Melbourne covered in pictures of Freeman wearing the suit and carrying such slogans as "Change the world 400 metres at a time" and "Official supplier of joy to the Games".

Nike had pre-prepared a television commercial featuring Freeman that screened within minutes of her victory on Monday night.

Although heavily sponsored by **Nike**, Freeman made no commitment to wear the suit in the final after opting not to use it earlier.

But her coach, Peter Fortune, said she decided three days before the final to wear it in the big race and he believed it gave her a psychological advantage over her track rivals.

Nike spokeswoman Megan Ryan said plans to market the suit to the public had not yet been confirmed.

Freeman's win would have triggered six-figure performance bonuses from sponsors like **Nike**, Optus and Qantas -- all keen to re-sign Freeman when existing contracts expire.

She also has smaller sponsorship deals with Coles Myer and News Ltd but the total bonus payments from Monday night's victory could be as high as \$800,000.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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WALL STREET JOURNAL

December 20, 2000, Wednesday

NIKE'S 2ND-PERIOD NET CLIMBED 11% ON SURGE IN EQUIPMENT SALES

SECTION: Section B; Page 10, Column 3

LENGTH: 20 words

Nike Inc reports fiscal second quarter net income rose 11% to \$119.4 million as revenue rose 6.8% to \$2.2 billion (S)

LOAD-DATE: December 20, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

September 15, 2000, Friday

NIKE'S NET INCREASED IN FISCAL 1ST PERIOD AS REVENUE ROSE 5.4%

SECTION: Section B; Page 2, Column 6

LENGTH: 20 words

Nike Inc reports fiscal first quarter net income rose 5% to \$210.2 million as revenue rose 5.4% to \$2.64 billion (M)

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

August 22, 2000, Tuesday

NIKE PLANS TO LAUNCH UNIT TO COMPETE IN WOMEN'S FOOTWEAR, APPAREL MARKET

BYLINE: BY KHANH T L TRAN

SECTION: Section B; Page 10, Column 5

LENGTH: 27 words

Nike Inc is forming a new unit to focus on women's footwear and apparel in an effort to fend off intensifying competition in the women's athletic market (M)

LOAD-DATE: August 22, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

June 30, 2000, Friday

NIKE SAYS PROFIT INCREASED 34% IN FISCAL 4TH PERIOD

BYLINE: BY KHANH T L TRAN

SECTION: Section B; Page 7A, Column 4

LENGTH: 24 words

Nike Inc reports fiscal fourth quarter net income rose nearly 34% to \$126 million as revenue grew 4.1% to \$2.27 billion (M)

LOAD-DATE: June 30, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

June 22, 2000, Thursday

NIKE SAYS WEB SITE WAS HACKED IN PROTEST OF ECONOMIC FORUM

SECTION: Section C; Page 22, Column 5

LENGTH: 28 words

Nike Inc says hackers invaded its corporate Web site and rerouted traffic to another site that urged activists to shut down an upcoming economic forum in Australia (S)

LOAD-DATE: June 22, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

March 17, 2000, Friday

NIKE NET ROSE 17%

SECTION: Section B; Page 7, Column 2

LENGTH: 20 words

Nike Inc reports fiscal third quarter net income rose 17% to \$145.3 million as revenue fell 1% to \$2.16 billion (S)

LOAD-DATE: March 17, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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WALL STREET JOURNAL

January 7, 2000, Friday

NIKE PROBES SOCCER-SHIRT ALLEGATIONS

SECTION: Section A; Page 12, Column 1

LENGTH: 20 words

Nike investigates allegations that jerseys made for German soccer team Borussia Dortmund may contain toxic chemical (S)

LOAD-DATE: January 12, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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Herald Sun (Melbourne, Australia)

January 3, 2000, Monday

Waffle soul led to **Nike**

SECTION: NEWS; Pg. 81

LENGTH: 266 words

Bill Bowerman

Co-founder of **Nike**

Born: January 2, 1911

Died: December 25, 1999

BILL Bowerman was the co-founder of one of the biggest sports apparel companies in the world.

With Phil Knight, Mr Bowerman founded **Nike**, the company made famous by basketball superstar Michael Jordan.

Mr Bowerman was a track coach at the University of Oregon when he met Phil Knight, a former runner.

Seeking to develop an athletic shoe that was lighter and had more traction, they came up with a new type of footwear.

Mr Bowerman designed waffle-soled shoes and, buoyed by a boom in physical fitness and running in the 1970s, **Nike** was built into the largest athletic shoe and sports apparel maker in the world.

Nike was based at Beaverton in Oregon.

It was **Nike's** signing of young basketball superstar Michael Jordan that helped turn the company into a multi-billion dollar venture.

Mr Bowerman was an Oregon boy through and through.

He was born in Portland and raised in Fossil and Medford.

Mr Bowerman spent 24 years at the University of Oregon.

Before coaching at Oregon, he competed in track events and played football for the university.

During his time Mr Bowerman won four NCAA track and field championships.

He served a coaching apprenticeship in a high school at Medford.

In 1949 he was named head track coach at Oregon University.

He coached 44 all-Americans and 19 Olympians at the university.

Waffle soul led to Nike Herald Sun (Melbourne, Australia) January 3, 2000, Monday

In 1964 Bowerman went into business with Knight, each investing \$500.

The company is now worth more than \$21 billion.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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San Jose Mercury News (California)

February 8, 2000 Tuesday MORNING FINAL EDITION

MR. NIKE TOUR MET MR. NIKE**BYLINE:** SAM FARMER, Mercury News Staff Writer**SECTION:** SPORTS; Pg. 1D**LENGTH:** 838 words

Matt Gogel reached into the pocket of his black slacks and produced a note, a message left for him in the Pebble Beach pro shop Monday morning from a friend he met in Kansas City, Mo.

"You are ready to win . . . " the note read. "Good luck, George Brett."

Brett, the former Kansas City Royals star, was half right. Gogel, a 28-year-old PGA Tour rookie who won six tournaments on the Nike Tour (now the Buy.com Tour), might have been ready to win. But he was wholly unprepared for the Tiger Woods tornado.

Mr. Nike Tour ran headlong into Mr. Nike, who overcame a seven-stroke deficit with seven holes to play, then held on to collect his sixth consecutive victory. Gogel was asked if there is a feeling of destiny about what Woods has done.

"I don't know about destiny," he said. "He's just damn good. He won the golf tournament. He had all eyes on him. The press was following the story all week; and he is the story."

That's not the way Monday started. Gogel, who began the day as a co-leader with Mark Brooks at 12 under, made birdies on five of the first seven holes and, by his estimation, was playing the best golf of his life.

He made a four-foot birdie putt on the first hole, a seven-footer on the second and a 15-footer on the third. After picking up pars on Nos. 4 and 5, he birdied 6 and 7.

His 31 on the front nine was, quite simply, smoking.

"Everybody who's ever covered this tournament -- whether it's the U.S. Open or the AT&T -- knows you score on the holes going out (on the front nine)," Gogel said. "You score on holes 1 through 7. And 8, 9, 10, you kind of hold on and par is a good score. Then, 11 through 18, you try to hit good shots and take what you can get. But it's a tough test coming home, and it got me today."

For Gogel, the trouble started on No. 11, a 380-yard par 4. His approach shot was long, landing in a greenside bunker. He blasted out of the sand and missed a short par putt. That bogey left him at 16 under, five shots ahead of Woods.

Not long after that, Woods, who was three groups ahead, holed out a wedge from 97 yards to move to 13 under. He finished with birdies on two of the last three holes.

"I didn't know he made eagle until I was on the 18th green and saw the hole-by-hole," said Gogel, who could not recall hearing the roar of the gallery when Woods made his marvelous wedge shot on 15. "I heard a couple of loud noises. I'm

MR. NIKE TOUR MET MR. NIKE San Jose Mercury News (California) February 8, 2000 Tuesday MORNING
FINAL EDITION

assuming he birdied 18 (which Woods did) because I did hear a loud ovation about 30 minutes before I finished."

After every hole, Blair Gogel would nervously dial both sets of parents on a cellular phone and give them a shot-by-shot update. On one hole, she walked over to a house that lines the fairway, stood under a carport and made a call.

"She's been my biggest supporter," Gogel said.

When Woods finished with a birdie, that left Gogel one shot off the lead and needing to birdie 17 or 18. He had chances on both.

"If Matt plays well coming in, makes a birdie here and there, it's over," Woods said. "I needed to keep pushing, keep making birdies and make it interesting."

That it was. Gogel nearly drained an 18-foot putt on 17, missing by the width of the ball. He came so close, he dropped to a squatting position and softly clapped his hands in frustration.

On No. 18, he teed off with a 3-wood and took conservative aim for a spot on the far right side, steering clear of the sea wall along the left. He landed in the rough and hit his second shot to within 100 yards of the green. Finally, he made a beautiful approach shot over the front bunker to 10 feet below the cup. He missed -- handing victory to Woods -- and wound up three-putting to card a 40 on the back nine.

Composed yet looking dazed, Gogel walked to the scorers' trailer with his wife's arm draped over his shoulder. In the trailer, Woods offered a few words of encouragement.

"I didn't realize it was Tiger," said Gogel, who never looked up from his scorecard. "My wife said Tiger came in and said, 'You have a lot to be proud of.' . . . It was a classy act. It was very classy for him to do that. Certainly, I thought he would be out on the green for the trophy presentation, so I didn't realize it was Tiger. It says a lot about who he is."

Meanwhile, the rest of the golf world is finding out a little more about Gogel, who attended the University of Kansas, won \$180,173 on the Buy.com Tour last year and counts Brett among his friends. Two weeks ago at the Bob Hope Chrysler Classic, Gogel played in the final group Sunday and was a shot out of the lead with one round to play. He shot a 71 to tie for seventh, five shots behind winner Jesper Parnevik.

"I have no doubt whether or not I'm good enough (to win), but until you get the first one you are always going to wonder when it will come," said Gogel, who finished tied for second with Vijay Singh and collected a \$352,000 paycheck. "So I will do the exact same thing next time and, hopefully, it's soon that I'm back in a position to win a golf tournament."

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: AT&T PEBBLE BEACH NATIONAL PRO-AM

GRAPHIC: Photo;

PHOTO: TOM VAN DYKE -- MERCURY NEWS

Matt Gogel shows some concern after he bogeyed the 12th hole -- his second straight bogey.

[000208 SP 1D]

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Herald Sun (Melbourne, Australia)

September 29, 2000, Friday

Mambo may just do it

BYLINE: BEN ENGLISH

SECTION: BUSINESS; Pg. 142

LENGTH: 465 words

MAMBO is negotiating with footwear giant **Nike** to form a distribution alliance in the United States.

The anti-establishment leisurewear icon, bought out by Gazal Corporation last March, has held talks with **Nike** executives visiting Sydney for the Olympics.

Gazal managing director Michael Gazal said a **Nike** alliance was being considered as a means to break into the tough US retail market.

"We had one of the **Nike** guys ring up and ask about it," he said.

"It was one of the **Nike** guys out here for the Olympics. He visited one of the stores."

Mr Gazal ruled out any sale of Gazal's marketing rights to Mambo in the US.

Instead, the two are pursuing a joint venture.

"They could be a good distribution partner," Mr Gazal said.

"Nike would have to be one of the giant trademarks. It is like a mega giant.

"Obviously, getting into bed with someone like **Nike** we will have to weigh up all the issues carefully."

However, Mr Gazal said he was also considering establishing Mambo in the United States using internal resources.

"Down the track we may decide we want to have our own business in the United States. We might send someone from Australia to live there and do it ourselves.

"Another option is a joint venture with someone like **Nike** but there are a number of different ways we could do it."

Mr Gazal said he was compiling a master plan to develop global distribution for Mambo, beginning in Britain and Europe before taking on the United States.

And a float may be in the pipeline.

"A float is possible," he said.

"Depending on what shape the business takes over the next couple of years and what sort of funding is required to be

Mambo may just do it Herald Sun (Melbourne, Australia) September 29, 2000, Friday

able to achieve the sort of growth that the brand needs, we could float.

"But nothing is imminent. It's probably three to five years away."

Mr Gazal said the Mambo purchase in March had transformed Gazal Corp from a brand renter to a global brand owner.

"It's a lot different from being an Australian licensee," he said.

"We are really focusing on the Australian operation, the European operation and getting our international sourcing structure ready to supply world markets.

"It's an exciting time for us. We just have to make sure we have the right business plan and execute it properly."

Gazal paid Mambo creator Dare Jennings and his partner Andrew Rich \$8.7 million in Gazal shares, making them the largest shareholders outside the Gazal family with an 8 per cent stake.

Mr Jennings remains Mambo's creative director and has taken a seat on the Gazal board.

Steve Philley

AN article in yesterday's Herald Sun about statewide equalisation of electricity prices gave an incorrect name for the chief executive officer of TXU Australia.

The company's chief executive officer is Steve Philley.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Australian

October 31, 2000, Tuesday

Calls for **Nike** to get boot

BYLINE: Benjamin Haslem

SECTION: LOCAL; Pg. 5

LENGTH: 267 words

AUSTRALIA'S Paralympians should push to replace **Nike** as their sportswear supplier in response to a degrading advertisement about the disabled, one of the country's leading disability sports groups said yesterday.

Wheelchair Sports Australia chairman Michael Godfrey-Roberts foreshadowed a consumer backlash against **Nike** and said the team should dump the company if another manufacturer offered to step in.

But he acknowledged that finding a replacement would be tough and praised **Nike's** overall record of supporting disabled sport in Australia.

Mr Godfrey-Roberts was commenting on a **Nike** advertisement describing disabled people as drooling, misshapen husks roaming the Earth in motorised wheelchairs. The advertisement appeared in several US outdoor magazines available in Australia.

"If we were in a fortunate position to be able to make a choice, I have a feeling they would be saying: 'Thank you very much, **Nike**. We are going to a competitor, they are nicer people,'" he said.

Disability groups and federal politicians yesterday joined the growing international chorus condemning the clothing giant.

Democrats leader Meg Lees said **Nike** should boost its support of the Paralympic team as compensation for the ad. Senator Lees described the advertisement as "appalling" and "barely believable".

Opposition sports spokeswoman Kate Lundy agreed that **Nike** should consider such a funding gesture.

Physical Disability Council of Australia president Maurice Corcoran said the ad had damaged 20 years of work by advocacy groups fighting negative attitudes towards the disabled.

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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THE JOURNAL (Newcastle, UK)

November 4, 2000, Saturday Edition 1

Nike in £303m deal with Reds

SECTION: SPORT, Pg. 92

LENGTH: 245 words

Manchester United last night confirmed their status as the biggest football club in the world with the announcement of a huge sponsorship deal with sportswear giants **Nike**, worth an incredible £302.9m over 13 years.

The "strategic alliance", which starts in August 2002, makes **Nike** official sponsors and hands them worldwide rights to all United merchandise and global retail operations.

The deal could be even more lucrative to United, who will get half of **Nike's** net profits generated from the licensing and retail operations providing they stay in the top half of the Premiership and play in Europe.

To put the deal into perspective, it works out at £23.3m a year for United and the total is more than a quarter of the £1.1bn Sky are paying all the Premiership clubs for live TV rights.

It dwarfs the £30m four-year shirt sponsorship deal United announced with Vodafone - then a record - and the only comparable arrangement is the sponsorship deal **Nike** have with the Brazilian national side.

United and **Nike** will set up a subsidiary to control the global operation, each appointing half the directors. **Nike** will appoint the chairman, who will have the casting vote, and the sportswear giants will also have the option to terminate the deal after six years if they should wish.

United's statement said the club intend to use the revenue for "general corporate purposes" - meaning some of the money will be available for buying players.

LOAD-DATE: November 4, 2000

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The New York Times

August 31, 2000, Thursday, Late Edition - Final

THE MEDIA BUSINESS: ADVERTISING -- ADDENDA;
Nike Spot Wins An Emmy Award

BYLINE: By Allison Fass

SECTION: Section C; Page 5; Column 1; Business/Financial Desk

LENGTH: 102 words

A commercial for **Nike** Inc. in Beaverton, Ore., won the Emmy Award for outstanding television commercial at the annual competition sponsored by the Academy of Television Arts and Sciences.

The winning spot, created by Wieden & Kennedy in Portland, Ore., was "The Morning After," a humorous look at the after-effects of a Year 2000 disaster on New Year's Day. The winning spot was one of five nominated in the commercial category competition; it was honored at a ceremony on Saturday at which creative awards were bestowed in advance of the televised Emmys presentation on Sept. 10.

<http://www.nytimes.com>

LOAD-DATE: August 31, 2000

LANGUAGE: ENGLISH

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Herald Express (Torquay)

October 30, 2000

I MANCHESTER UNITED have tried to allay fears that a possible kit contract with Nike could breach their new club charter.

BYLINE: By

SECTION: Unknown, Pg.31

LENGTH: 140 words

United are reportedly negotiating with **Nike**, and Shareholders United are alarmed by the allegations of child labour levelled at the American sportswear giant.

Shareholders United feel the club could be going against their own charter if they link up with **Nike** and have written to chief executive Peter Kenyon detailing their concerns.

United have consistently refused to comment on the reports that they are talking to **Nike** and insist they are committed to seeing out the remaining 20 months of their current agreement with Umbro.

Group marketing director Peter Draper claims the club would not do anything which would breach their charter.

eeFirst of all we have not got a deal with **Nike**,i he said.

eeOur stance on this is that we work with people to ensure that their practices comply with what we expect to be reasonable.i

LOAD-DATE: November 2, 2000

LANGUAGE: English

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The New York Times

January 15, 2000, Saturday, Late Edition - Final

**WORLD BUSINESS BRIEFING: EUROPE;
NIKE SHIRTS CALLED NOT HAZARDOUS**

BYLINE: Dow Jones

SECTION: Section C; Page 2; Column 1; Business/Financial Desk

LENGTH: 93 words

Germany's consumer protection office says the **Nike** soccer jerseys that were pulled from store shelves last week after reports they contained a dangerous chemical do not present any health hazards. At the same time, the office said the chemical, tributyltin, or TBT, which was used in the shirts to reduce odors from sweating, should be banned. Over the years TBT has been used for anti-barnacle paint on the hulls of ships, but British and Dutch tests have shown it causes mutations in marine snails, and the World Wildlife Fund wants a global ban.

<http://www.nytimes.com>

LOAD-DATE: January 15, 2000

LANGUAGE: ENGLISH

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WALL STREET JOURNAL

January 14, 2000, Friday

NIKE JERSEYS FOUND SAFE IN GERMANY

SECTION: Section A; Page 12, Column 1

LENGTH: 46 words

Germany's consumer-protection agency finds tributyltin (TBT) used in **Nike** soccer jerseys to reduce smell of sweat does not pose health hazard, but says TBT, which has been used in ship paint, should be banned because tests have shown it causes mutations in marine snails (S)

LOAD-DATE: January 14, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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The Mirror

September 29, 2000, Friday

FOOTBALL: **NIKE** TIE UP UNITED MEGA DEAL

SECTION: SPORT; Pg. 59

LENGTH: 142 words

MANCHESTER United are poised to announce a pounds 300million kit deal with **Nike**.

The American sportswear giants are believed to have agreed a 15-year link-up with the Premiership champions that could be rubber-stamped as early as next week.

United still have two years left to run on their current contract with Umbro, but **Nike** are determined to establish themselves as the leading force in the world-wide football market.

The firm already sponsor Brazil's national team to the tune of just under pounds 7million-a-year for the rights to produce the famous yellow shirts of the four-times World Cup winners.

And they now want to tie up a similar agreement with the world's most famous club side.

Nike already have strong links with the Old Trafford giants, with Andy Cole, Paul Scholes and Dwight Yorke all wearing their boots.

LOAD-DATE: September 29, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLE: Already wears **Nike** boots

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WALL STREET JOURNAL

September 19, 2000, Tuesday

NBC AXES **NIKE AD FOR OLYMPICS AS VIEWERS DECRY VIOLENT THEME**

BYLINE: BY JOE FLINT

SECTION: Section B; Page 8, Column 3

LENGTH: 43 words

After receiving over 2,000 complaints, NBC is dropping a new **Nike** Inc ad created specifically for the Olympics; the commercial, a horror-movie parody, shows a chainsaw-wielding man chasing a scantily-clad woman; the ads were created by Wieden & Kennedy (M)

LOAD-DATE: September 19, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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St. Petersburg Times (Florida)

September 28, 2000, Thursday, 0 South Pinellas Edition

ASK US

BYLINE: BOB HARIG

SECTION: SPORTS; ASK US; GOLF: A WEEKLY SPECIAL REPORT; Pg. 16C

LENGTH: 778 words

Q: Tiger Woods endorses **Nike** Tour Accuracy balls but really uses custom-made balls. I would like to know if other golfers are able to use that same **Nike** ball or whether that is made exclusively for Tiger. If only he uses it, does he have an advantage over other golfers?

Gardner Counselman

Sun City Center

A: Since Woods started using the **Nike** ball in May, his have been made especially for him with a cover that is a bit harder than the regular **Nike** ball. The company got into trouble over this because it claimed Woods was using a ball that is being sold to the public when it was not. **Nike**, however, has plans to market the same ball soon. As for whether Woods has an advantage, that is debatable. That golf ball would not necessarily help another player.

Said Woods: "There are a lot of different things that we tinker around with that the general public doesn't have access to. We have clubs and balls that are not on the market. I don't think the general public would really see that much of a difference."

Q: Why do some pros have customized golf balls? I can see customized clubs. But a golf ball should be like a baseball or a softball. They should be the same.

Dave McAlpine

St. Petersburg

A: Golf balls do have standards, such as a uniform diameter of 1.68 inches. But other things about balls are allowed to differ, such as the hardness of the cover or the way the core is constructed. And to the proficient player, those differences are large, because they might affect the way the ball spins or its trajectory.

Q: Whatever happened to Martha Nause? She was on the LPGA Tour for about 20 years.

Jack Hines

Seminole

A: Nause, 46, who began her career in 1978 and won three LPGA Tour titles, is no longer playing the tour full time.

She has played in just three events this year.

Q: Do the players have to pay an entrance fee to play in pro tournaments?

Norman Young

St. Petersburg

A: Senior PGA Tour and Buy.com Tour players pay \$ 100 to enter each tournament. PGA Tour players no longer pay an entry fee. LPGA Tour players have a percentage of their earnings deducted each week that in essence is an entry fee.

Q: When you're playing a shot after it stops on a cart path, my understanding is that you drop at the point of nearest relief. If it's left of the center line, you drop on the left side of the cart path, etc. Would it matter if you are a left-handed or right-handed golfer? I'd like you to clarify.

Ken Pointer

Sun City Center

A: Yes, it does matter if you are a lefty or a righty, because you must drop at the nearest point of relief - not to the side of the cart path that is closest.

According to Rule 24-2, which deals with immovable obstructions, a player should "drop it within one club length of (the cart path) not nearer the hole," but at a point where the obstruction, or cart path, does not interfere with the swing. If one club length requires you to still stand on the cart path, then the nearest point of relief might be the other side of the path.

Q: A few years ago, there was a young man who won the U.S. Amateur whose name was Patton. I just wondered what happened to him.

Russell Rowe

New Port Richey

A: The player you are thinking of is Chris Patton, who won the 1990 U.S. Amateur. Patton has spent the last several years bouncing around the various mini-tours and the Buy.com Tour and has not made it to the PGA Tour. This year, he finished 18th on the TearDrop Tour money list with \$ 15,305.

Q: Several courses in the area have yardage computers on carts. I thought using artificial devices for yardages is a breach of the rules. Are players disqualified for using them?

Bob Tait

Clearwater

A: Range-finders or computerized devices to determine yardage are not allowed in competition. Typically, for competitions that allow the use of golf carts, the devices are turned off. Their purpose is typically for the enjoyment of casual players and to help speed play.

Q: How do you keep from hitting the ball "fat," in other words behind the ball?

Arnie Becker

Bayonet Point

A: There are several reasons why a golfer would hit the ball "fat," according to Ned Hall, the teaching pro at Clearwater Country Club. "The first thing I would do is bring the ball position back in your stance," Hall said. "Without seeing what is wrong, that might be a good start. Then work on taking the club halfway back and halfway through. The club could be collapsing at the top, and hitting behind the ball is often the result. So tighten up the swing, take half swings, and build it back up. Many times when we hit it fat, it's because we are overswinging."

- Compiled by Bob Harig.

LOAD-DATE: September 28, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLOR PHOTO, Associated Press; Tiger Woods lines up a putt.

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WALL STREET JOURNAL

January 3, 2000, Monday

NIKE'S HEAD COACH

BYLINE: BY DONALD KATZ

SECTION: Section A; Page 18, Column 3

LENGTH: 25 words

Audible Inc chmn Donald Katz, Manager's Journal column, pays tribute to **Nike** co-founder Bill Bowerman, who died in December, at age 88; drawing (M)

LOAD-DATE: January 11, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

TYPE: EDITORIAL COLUMN

GRAPHIC: Diagram

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Hamilton Spectator (Ontario, Canada)

June 2, 2000 Friday Final Edition

Audits prompt **Nike** action

SOURCE: The Associated Press

SECTION: TECHNOLOGY; Pg. C05

LENGTH: 243 words

DATELINE: BEAVERTON;ORE.

Nike posted audits of its North American factories on its Web site yesterday as part of the athletic shoe and clothing maker's efforts to show it is working to improve conditions and guard labour rights around the world.

Calling the effort Transparency 101, the site lists information about 53 factories that PricewaterhouseCoopers audited in the past year, summarizing problems auditors found in 14 categories.

The largest problem appeared to be health and safety standards. The auditors found that 24 U.S. factories and eight Mexican factories under contract to **Nike** did not fully comply with company standards.

PricewaterhouseCoopers also found 22 U.S. factories, four Mexican factories and a Canadian plant had problems properly documenting workers and making inspections.

Beaverton-based **Nike** is giving each factory an "action plan" to correct problems, and then will conduct follow-up inspections to ensure compliance, said Cheryl McCants, a company spokeswoman.

Factories that fail to meet standards will receive warnings, and could even lose **Nike** contracts, she said.

"Our intention is not to take business away, or to have people lose their jobs," McCants said. "But we want them to adhere to the plan. If they're not able to comply, we may have to start doing business elsewhere."

The factory locations are not listed, but the Web site offers a more detailed audit for one location that is representative of each nation's factories.

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

TYPE: News

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Daily News (New York)

April 14, 2000, Friday

BO SUES **Nike, SAYS HE GOT DIDDLY**

BYLINE: By GREG B. SMITH DAILY NEWS STAFF WRITER

SECTION: NEWS; Pg. 36

LENGTH: 212 words

Bo Diddley thinks **Nike** doesn't know squat about keeping promises.

The 71-year-old rock-'n'-roller sued the athletic gear company yesterday, charging it used his name and image on T-shirts without permission.

The shirts show Diddley's likeness and the slogan, "You Don't Know Diddley."

The guitar player, whose original style has been imitated by hundreds of musicians through the years, agreed in 1989 to appear in TV commercials with athlete Bo Jackson.

That deal also involved selling the T-shirts and was supposed to last two years, according to legal papers filed in Manhattan Federal Court by Diddley's attorney, John Rosenberg.

Last year, **Nike** contacted Diddley to negotiate a deal to reissue the T-shirts, but it began selling them before an agreement was reached, the suit charges.

By February, **Nike** had sold nearly 28,000 T-shirts and made more than \$200,000, the suit says.

Diddley, whose real name is Ellas McDaniel, demands unspecified compensatory damages and at least \$500,000 in punitive damages.

Vada Manager, a senior official at **Nike**, called the suit a tactic in a contract dispute.

He said that before the suit was filed, **Nike** had agreed to pay Diddley \$10,000 to \$15,000, but Diddley apparently didn't think it was enough.

LOAD-DATE: April 14, 2000

LANGUAGE: ENGLISH

GRAPHIC: Bo Diddley

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Daily News (New York)

April 6, 2000, Thursday

HURT DOC WANTS **Nike TO FOOT A\$10M BILL**

BYLINE: BY GREG B. SMITH DAILY NEWS STAFF WRITER

SECTION: NEWS; Pg. 6

LENGTH: 204 words

On a spring day last year, upper East Side Dr. Deborah Faryniarz tripped over her **Nike** shoelaces and landed hard on the pavement.

She got up, brushed herself off and did what any red-blooded American would do - she sued the sneaker company.

Yesterday, in a personal injury suit filed in Manhattan Federal Court, the doctor demanded \$10 million for pain and suffering, mental anguish and loss of past and future earnings.

Faryniarz - who continues to practice orthopedics - says that while jogging, her right shoelace got caught on a tab at the back of her left **Nike** Certitude cross-trainer.

She landed on her knees and wrists, causing permanent damage to her wrist that hampered her abilities as a surgeon, said her lawyer, James Kreindler.

"For most people, if they trip and fall, it doesn't impact on their careers," Kreindler said. "For Deborah, it does."

The doctor charges **Nike** knew about the "design flaw" but did nothing about it.

Nike spokeswoman Cheryl McCants said the company hadn't seen the suit and wouldn't comment.

She said she could not recall reports of serious problems with **Nike** sneakers but observed, "In general, people have problems and sometimes don't tie their shoes properly."

LOAD-DATE: April 6, 2000

LANGUAGE: ENGLISH

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DAILY MAIL (London)

November 15, 2000

Don't try to hijack our gold, Tiger

BYLINE: Ian Wooldridge**SECTION:** Pg. 87**LENGTH:** 1122 words

HE FLEW in from Spain by private jet, charmed a crowd of 5,000 in Hyde Park, quipped with reporters, reduced a tough lady columnist to knee-trembling ecstasy and immediately flew out again, naturally by private jet.

Is there anything the handsome, articulate, diplomatic, supremely gifted, massively rich and just 24-year-old Tiger Woods can do wrong?

Actually, there is. For a start he can stop supporting the absurd notion that golf should be resurrected in the Olympic Games after 96 years. He is only a recent convert to the concept anyway, almost certainly put up to it by **Nike**, the sports goods manufacturer which not only contributes huge sponsorship to Olympics but also pays Tiger the earth for wearing **Nike** shirts, **Nike** hats, **Nike** shoes and hitting **Nike** golf balls.

Obviously, Tiger displaying all that **Nike** gear to the vast global audiences who watch the Olympics but don't normally watch golf on television would add up to one of the smartest free-advertising deals in history. **Nike** pays fortunes to its top executives to dream up these coups, but not everyone was born yesterday.

So when Matthew Pinsent, one of our rowing heroes from the Sydney Games, briefly hung his Olympic gold medal round Tiger's neck in Hyde Park, Tiger said: 'Wow, I've never touched one of these before,' and, absolutely on cue, lent his super-prestigious name to the pressure group aiming for Olympic golf.

Mercifully, Mr Juan Antonio Sama-ranch, who'd prefer to be addressed as His Excellency, will be out of office by the time a decision is taken. He would have welcomed golf like a shot.

This, remember, was the man who in his first year as president of the International Olympic Committee arbitrarily changed all the rules to welcome professional football into the fold and later admitted professional tennis players and basketballers to squash aspiring kids like insects.

By abnegating the trust invested in his high office - the Olympic Games were revived to bring the youth of the world together in friendly competition - he became the lackey of American television corporations paying fortunes to lick his boots while paying for his monarchical lifestyle. Of course, TV would prefer Tiger Woods on screen rather than John Bloggs, a public-course golfer from Wigan, but that is not what the Olympics were designed for.

On the one hand Samaranch has professed concern about the accelerating 'gigantism' of the Olympics. On the other he has welcomed the big sports stars who boost TV ratings.

Professional footballers in the Olympics? Rubbish. They have their own World Cup which is bigger than the Olympics

Don't try to hijack our gold, Tiger DAILY MAIL (London) November 15, 2000

anyway. Professional tennis in the Olympics? Even bigger rubbish. The game has four world championships every year.

And so it is with golf. Each year it brings to our screens its greatest performers in the U.S. Masters, U.S.

Open and U.S. PGA Championships, and in the Open Championship in Britain.

It has enormous exposure.

And what would golf in the Olympics do? I will tell you precisely.

It would deprive 30 or so young men and women of the thrill of a lifetime and maybe even a place in the sun.

The Olympic Games were made for them, not for Tiger Woods.

i.wooldridge@dailymail.co.uk

YEARS AGO, at a time when Sportsmail was giving monthly awards to those who had contributed massively to British sport, we handed over a small trophy to Sir Jack Hayward (above) at a private lunch in Simpson's in The Strand.

This was not only to recognise the huge amount of money he had ploughed into Wolverhampton Wanderers Football Club but also the enormous sums he had given to protect English tradition and its environment. Sitting down because there were only six of us present and it wasn't a formal occasion, Jack said: 'Do you know, this is one of the happiest events I've ever been to. No-one ever gives me anything because they think I'm so rich I don't need anything.'

Well, he needs a great deal more than Wolverhampton's alleged fans gave him the other evening. They booed, catcalled and hissed him for keeping their club alive. They are disgraceful.

TOMORROW, I'm going to a lunch at the House of Lords to celebrate the elevation of this girl I've known for years to become Dame of the British Empire.

In the morning at Buckingham Palace she will receive this award from the Queen and no sportsperson in my life has ever deserved it more. She could, after winning her gold medal at the Munich Olympics in 1972, have pocketed today's equivalent of GBP 1million.

Instead, she gave it all away to repair a running track for Protestants and Catholics alike in Belfast.

Arise, Dame Mary Peters.

Are these ocean heroes taking one risk too many?

THREE TIMES I have been round the globe reporting round-the-world yacht races in the most cowardly way, by which I mean flying from destination to destination and resting up in comfortable hotels to await the boats coming in.

The most harrowing stories were always in either New Zealand or Australia after they'd come through the horrific high seas and shramming cold of the Southern Ocean.

Two dead, I remember, and one amazingly rescued from tumultuous waves at night. If you're not clipped on all the time, your yacht will be speeding away from you and you will have no more than 15 minutes to live before you go under forever.

My friend, Michael Calvin, is a columnist on our sister paper, The Mail on Sunday, who endured this and somehow, amid all the filth, claustrophobia and danger, contrived to write a series of brilliant articles which rightly won him the Sports Journalist of the Year Award. No-one came within spitting distance.

Don't try to hijack our gold, Tiger DAILY MAIL (London) November 15, 2000

Calvin returned home a changed man. Fools were no longer suffered lightly.

He'd acquired a deep cynicism about fellow journalists who reckoned a sour quote from Sir Alex Ferguson, at Manchester United, merited the easy headlines it provoked. He'd been there and done it, which most of us haven't.

I admire Calvin even more for publicly pulling out of The Race, which begins from Barcelona on New Year's Eve and will attempt, with a six-man crew, to rush around the world in 70 days or fewer.

'It is not so much that I minded taking the risk,' he said, 'as believing that they're all taking off in a manic rush to satisfy their sponsors.'

Calvin's skipper was Pete Goss, captain of the revolutionary Team Philips catamaran which two days ago suffered its fourth gear failure after being launched by the Queen.

Goss, lionised for his rescue of a French yachtsman in the Southern Ocean, is an heroic figure. I love yotties for their bravery but I hold my breath about this forthcoming race.

Pray God there isn't a disaster.

LOAD-DATE: November 16, 2000

LANGUAGE: English

PUB-TYPE: Paper

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Herald Sun (Melbourne, Australia)

June 7, 2000, Wednesday

\$15,000 fine for breach

BYLINE: RICK WALLACE

SECTION: NEWS; Pg. 28

LENGTH: 174 words

SPORTSWEAR maker **Nike** has been penalised \$15,000 for refusing to supply lists of companies making its clothes.

The textile workers' union took **Nike** Australia to court over its refusals in a bid to ensure the company was not using outworkers to make its apparel.

The company agreed to remedy its breaches of the clothing trades award and settled with the union out of court yesterday.

The award requires textile companies to list their sub-contractors to encourage accountability and avoid exploitation.

The Textile Clothing and Footwear Union said the settlement spared the company from allegedly embarrassing evidence suggesting outworkers were being used to make **Nike** clothes.

"This is about **Nike** not only keeping to the award conditions but actually paying a penalty for having breached them," state secretary Michele O'Neil said.

Nike spokeswoman Megan Ryan said the company did not use outworkers and ensured none of its suppliers did.

She said the company had ensured the award oversights would not occur again.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Globe and Mail (Canada)

February 9, 2000 Wednesday

Nike says store closings will reduce its earnings; Company's shares suffer biggest drop in 17 years

BYLINE: Bloomberg News

SECTION: REPORT ON BUSINESS: INTERNATIONAL; Pg. B11

LENGTH: 246 words

DATeline: New York

Nike Inc. yesterday warned that retailers' plans to close hundreds of sporting goods stores will hurt the athletic shoe maker's earnings this fiscal year and next, sending the company's shares down 19 per cent.

Nike dropped \$8.56 (U.S.) to \$36.69 in New York Stock Exchange trading. The decline is **Nike's** biggest one-day drop in 17 years and erased \$2.4-billion in market value.

The profit shortfall is the latest setback for chief executive officer Phil Knight. Sales fell 8.1 per cent last year as people switched to dressier styles and stores cut prices to clear out surplus sneakers, sweatpants and T-shirts. The stock has lost more than half its value since peaking at \$76.37 three years ago.

"Closets got kind of overpowered with white leather athletic shoes and the market shifted toward more rugged styles in other colours," said Sid Doolittle of the Chicago-based consulting firm McMillan Doolittle.

Venator Group Inc., the largest seller of athletic shoes, has announced plans to close about 150 Foot Locker, Lady Foot Locker, Kids Foot Locker and Champs stores. Just For Feet Inc. is closing about half its 85 locations.

Nike also blamed the profit shortfall on the euro, which has fallen 13 per cent against the U.S. dollar in the past 12 months. That hurts the value of European sales when translated into the stronger dollar. About a quarter of **Nike's** sales are from Europe.

Officials with Beaverton, Ore.-based **Nike** met with analysts yesterday in New York.

LOAD-DATE: September 15, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

117 of 1000 DOCUMENTS

The Daily Telegraph (Sydney, Australia)

January 8, 2000, Saturday

Nike toxic shirt fear

SECTION: LOCAL; Pg. 5

LENGTH: 138 words

SPORTSWEAR giant **Nike** has ordered urgent tests on garments amid claims some of its shirts may be laced with a toxic chemical.

Nike Australia spokeswoman Megan Ryan said the tests would be conducted "as soon as possible".

They follow German claims a **Nike** soccer shirt contained traces of the toxic chemical tributyltin, or TBT.

The chemical is a heavy metal compound used in anti-barnacle paint for ships. It can also be used to kill bacteria and quell the smell of sweat. Studies show it causes mutations in marine snails.

TBT can cause neurological problems, damage the immune system and harm the liver.

A German television program found the chemical in the black-and-yellow jersey of soccer champions Borussia Dortmund.

Ms Ryan said the shirts subject of the German report were not available in Australia.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The People

October 1, 2000, Sunday

NIKE PULLS OUT OF CHILD SLAVE FACTORY

BYLINE: Lucy Panton

SECTION: NEWS; Pg. 22

LENGTH: 187 words

SPORTSWEAR giant **Nike** scrapped its contract with a Far East factory yesterday as the Sunday People alerted it that child slave labour was being used.

Nike - which has signed a world- record pounds 300million sponsorship deal with Manchester United - insisted it did not know the Cambodian operator was using under-age workers. It cut its links with the June textiles factory as soon as it was told of the scandal.

The Sunday People had learned of kiddies as young as 12 working for 75p a day in sweatshops. Yvonne Iwaniuk, **Nike** UK's head of corporate communication, said: "We are painfully aware of the situation at the June factory and have decided to pull out there. We deeply regret what has happened and are doing everything to address the issues that allowed this."

US-based **Nike** has now found out about one under-age girl employed at the factory but said she had falsified her papers to get work.

Ms Iwaniuk stressed: "We deplore child labour under any circumstances. We just don't tolerate it." United's 15-year deal with **Nike** starts in 2002 and will net the club pounds 20million a season.

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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Australian Financial Review

May 16, 2000 Tuesday
Late Edition

Nike turns to fitness gadgets; **MARKETING & MEDIA**

BYLINE: Luke Collins with Reuters

SECTION: MARKETING; Pg. 57

LENGTH: 340 words

First it dropped the swoosh. Now global sportswear brand **Nike** has announced a radical departure from its traditional footwear and apparel business, revealing plans to launch a range of high-technology gadgets aimed squarely at the health and fitness consumer.

Nike has created a new division, Techlab, to create five new products: a digital audio device, real-time speed-distance and heart rate monitoring devices, a digital compass and a hand-held sport communication product.

The products complement **Nike's** only existing technology product, its Triax sports watches which were introduced in 1997 and have since sold around 2.5 million units. The new venture is seen as another way of retaining fickle athletic product consumers, whose tastes and demands change almost monthly.

Last year, **Nike** dropped the use of its iconic "swoosh" logo for one campaign in an attempt to counter the perception among younger consumers that it had lost its cachet by being over-exposed. That campaign saw it instead adopt the moniker "6453" **Nike's** telephone key pad spelling to promote a new shoe among teenagers.

The company has teamed with Californian technology group S3 Inc to produce the digital audio player, which will be released in the United States in July with a \$US299 (\$510) price tag. The product will play up to 120 minutes of digital quality music such as MP3 files and Windows Media audio files with 64 megabytes of built-in memory.

Nike will also develop content such as tailored music and motivational messages.

The other four core products are expected to be launched later this year. **Nike's** Speed Distance Monitor Triax 100 will measure speed and distance through a device that laces onto the user's shoe, while its Heart Rate Monitor Triax 100 uses a chest transmitter.

Nike's All Conditions Ge Ascent Compass combines altitude functions, a compass, weather forecasting and a thermometer in a wrist piece that resembles a sport watch, while its Personal Sport Communications Communicate is a compact two-way radio with a

3.2-kilometre radius.

LOAD-DATE: April 11, 2012

Nike turns to fitness gadgets; MARKETING & MEDIA Australian Financial Review May 16, 2000 Tuesday

LANGUAGE: ENGLISH

GRAPHIC: ILLUS" From body to mind...**Nike's** changing direction. Photo: MICHELLE MOSSOP

PUBLICATION-TYPE: Newspaper

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Herald Sun (Melbourne, Australia)

January 8, 2000, Saturday

Nike toxic shirt fears

SOURCE: AP

BYLINE: FIONA HUDSON

SECTION: NEWS; Pg. 2

LENGTH: 196 words

SPORTSWEAR giant **Nike** has ordered urgent tests on garments amid claims some of its shirts may be laced with a toxic chemical.

Nike Australia spokeswoman Megan Ryan said the tests -- on soccer shirts and possibly other items -- would be held as soon as possible.

They follow claims on German TV that a **Nike** soccer shirt contained traces of the toxic chemical tributyltin, or TBT.

The chemical is a heavy metal compound used in anti-barnacle paint for ships.

It can also be used to kill bacteria and quell the smell of sweat.

Studies have shown it causes mutations in marine snails.

At high levels in humans, TBT is believed to cause neurological problems, damage the immune system and harm the liver.

The German TV program found traces of the chemical in the black and yellow jersey of 1997 European soccer champions Borussia Dortmund.

German department stores have pulled the shirts from shelves until the results of further tests are known.

Ms Ryan said the shirts that were the subject of the German report were not available in Australia.

But the company was investigating a range of garments worldwide to ensure consumers were not at risk.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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DAILY MAIL (London)

September 28, 2000

GBP 300m windfall; BOOST FOR FERGIE AS UNITED LINE UP 15-YEAR **NIKE DEAL**

BYLINE: Ken Lawrence**SECTION:** Pg. 87;88**LENGTH:** 434 words

MANCHESTER UNITED are on the brink of a world record kit deal with **Nike** that will earn the Premiership champions GBP 300million.

The contract, which could be unveiled next week, is due to start when Umbro's sponsorship expires in two seasons.

The **Nike** deal will run for 15 years - in itself a phenomenal arrangement - and industry experts expect its annual value to be around GBP 20m - around GBP 14m a year more than the present six-year contract.

The most lucrative current tie-up, between **Nike** and the Brazilian Football Federation, is worth GBP 70m over 10 years. The American giants lost out to Umbro two years ago when the Football Association signed a GBP 50m, five-year deal with the Manchester-based company.

Nike has already forged close links with United, most notably through its endorsement of former Old Trafford striker Eric Cantona. Current United stars Andy Cole, Dwight Yorke and Paul Scholes are all fitted out by **Nike**.

The company has also offered Sir Alex Ferguson a role as a part-time 'ambassador' when he retires as United manager in 2002.

Inevitably, the cash infusion will allow United to plunder the transfer market more ambitiously than up until now. It is a timely boost for Ferguson, who was last night accused of undermining United's Champions League campaign through his own arrogance.

Ferguson left out David Beckham and Ryan Giggs from the team that lost 3-1 to PSV Eindhoven on Tuesday. Dutch striker Arnold Bruggink believes the Old Trafford manager was condescending in selecting a shadow side that saw four other changes from the lineup held 3-3 by Chelsea last Saturday.

United suffered their worst European defeat in six years and a frustrated Beckham, a 70th-minute substitute, appeared to spit at the referee, though he insisted the incident appeared worse than it was.

Bruggink said: 'When we heard Sir Alex had left out Beckham and Giggs, United's two special players, we were amazed. I think there was a little arrogance in what Ferguson did.'

'Our coach, Eric Gerrets, told us: "You must go out and beat them for your own pride. You cannot let the rest of Europe see that United can field a shadow side and beat PSV on their own ground".' Beckham was photographed spitting in the

GBP 300m windfall;BOOST FOR FERGIE AS UNITED LINE UP 15-YEAR NIKE DEAL DAILY MAIL (London)
September 28, 2000

general direction of German referee Markus Merk and was booked seconds later for arguing.

But yesterday he maintained: 'I didn't spit at the referee. You react to things and it was a frustrating night for us because we didn't get the rub of the green. But it was blown out of proportion and made to look a lot worse than it was.'

LOAD-DATE: September 29, 2000

LANGUAGE: English

PUB-TYPE: Paper

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Canberra Times (Australia)

March 10, 2000, Friday Edition

NOW THERE ARE TWO **NIKE** BRANDS IN AUSTRALIA

BYLINE: RODERICK CAMPBELL**SECTION:** Part A; Page 20**LENGTH:** 348 words

Legal Reporter

There may soon be **Nike** brand cosmetics and toiletries in Australian stores as a result of a court ruling yesterday, but they will have nothing to do with the giant American manufacturer of sports wear.

A little known Spanish company - little known in Australia, rather than Europe - succeeded in the High Court in having overturned a decision to remove its **Nike** brand name from the register of Australian trade marks.

Lined up against each other were Spain's Campomar Sociedad Limitata and the US-owned **Nike** International and **Nike** Australia.

Campomar and its predecessors have been marketing perfumes since 1940 under the **Nike** name. The name remains registered in several major European countries. It registered the name in Australia in 1992 and started trading.

Nike International's predecessor registered the name - which both companies had borrowed from the Greek goddess of victory - in Australia in 1975 as applying to sports shoes and uniforms. The range of goods covered by the registration was later expanded but not to include cosmetics.

Yesterday's ruling means **Nike** International is precluded from moving into that area of business, an area that arch-rival Adidas is now involved in. In 1994, **Nike** moved to have Campomar's Australian trade mark registrations expunged by order of the Federal Court. It was, in part, the fact that Campomar's **Nike** Sports Fragrance was being sold alongside Adidas's equivalent product that led the Federal Court to conclude the Campomar's use of the **Nike** name was misleading.

But Campomar's success in the High Court does not mean it can re-release its sports fragrance. The court thought restraining the company from using that label had been justified. But it also thought the Federal Court had gone too far in ruling that the company could not use the **Nike** name at all.

The court did not give Campomar blanket approval to release non-sporting **Nike** products. It declined, however, to give Campomar free legal advice by telling it what it could and could not legally market in Australia.

LOAD-DATE: March 10, 2000**LANGUAGE:** English

NOW THERE ARE TWO NIKE BRANDS IN AUSTRALIA Canberra Times (Australia) March 10, 2000, Friday
Edition

Pty Limited

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The Evening Standard (London)

July 24, 2000

Tiger's open cheque

BYLINE: David Smith

SECTION: Pg. 84

LENGTH: 644 words

TIGER WOODS'S victory in the Millennium Open will help the world's number one golfer clinch a new deal with **Nike** worth at least £66 million.

The £500,000 first prize won by the 24-year-old American sensation at St Andrews is only pocket money compared to the fortune he has already banked.

But by completing a Grand Slam of golf's majors, Woods has taken his earnings to another level.

The biggest deal will be for wearing **Nike's** 'swoosh' emblem on his clothes, shoes, glove and cap, and for using the new **Nike** golf ball.

Woods and his representatives from Mark McCormack's International Management Group, are at present negotiating a renewal of the five-year contract worth £26m that was signed with **Nike** in 1996.

Alastair Johnston, the Scot who is in charge of IMG's worldwide golf activities, said: "There is no secret about the fact that the first five years Tiger had with **Nike** was a \$ 40 million deal. So if you started with that, doubled it, and added some on, you'd be getting close to the new figure."

Besides **Nike**, Woods has blue-chip endorsement contracts with American Express, Buick and Rolex. These, and other sponsorships, were reported to have added £45m to his bank balance last year. Earnings away from the golf course - Woods takes a personal interest in his portfolio of stocks and shares - easily dwarf his earnings on the fairways and greens.

However, career prize money totalling £20 million means he now rivals retired basketball star Michael Jordan as the sportsman with the highest earning potential.

Johnston said: "I have a view, somewhat speculative but not entirely inaccurate, that Michael Jordan didn't make as much money as people think he did. But I do know, for sure, what Tiger Woods makes to the last penny. If he hasn't passed Michael by now, he's about to very soon."

Others are not so happy about the way Woods now dominates the game. Jack Nicklaus warned today that the public will turn away from the game if one man dominates for too long.

Nicklaus, who won 18 majors, said: "Tiger is good for the game but he has to have challengers for the whole thing to be right.

"It's a bad story if there isn't a challenge.

"Right now Tiger is the dominant player. Everybody else has thrown up the white flag and surrendered, I don't think there's anybody contending.

"Maybe some guy is going to come along and compete against him. If that doesn't happen, the game of golf is going to suffer."

After Woods crushed all opposition during the US Open at Pebble Beach last month, Standard Sport revealed how some television executives were nervous that the boom in viewing figures inspired by the world's No 1 ranked player might be reversed if he turned winning into a monotonous exercise.

Their fears will hardly have been eased by the way in which Woods turned the 129th Open into a one-horse race.

David Duval, the world No 2 who led the chase after Woods going into the last day, had been left trailing in the distance long before he crashed to a quadruple bogey eight at the notorious 17th Road Hole.

Ernie Els, the Surrey-based South African ranked three in the world, finished tied for second place with Denmark's Thomas Bjorn eight strokes in arrears. Colin Montgomerie, the European No 1 who is fourth in the world rankings, was joint 26th. Lee Westwood, fifth in the world, was 64th.

Even Spanish prodigy Sergio Garcia failed to maintain an early tournament challenge and finished 17 strokes behind.

In golf terms, Woods was so far ahead that his win could be compared to Michael Schumacher lapping an entire Grand Prix grid or Pete Sampras winning Wimbledon in straight sets to love.

Els, runner-up to Woods at Pebble Beach, admitted: "I was playing in a different tournament to Tiger. I play the regular Tour event, and he plays his own event."

LOAD-DATE: July 25, 2000

LANGUAGE: English

GRAPHIC: TIGER WOODS SHOWS OFF HIS TROPHY

PUB-TYPE: Paper

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The Irish Times

November 4, 2000

United swoosh worth (pounds) 300m

BYLINE: By DANIEL TAYLOR, Guardian Service

SECTION: CITY EDITION; SPORT; SOCCER/NEWS; Pg. 54

LENGTH: 566 words

Manchester United's status as the world's richest club was given further credence last night when they confirmed the details of a (pounds) 302.9 million sterling kit deal with **Nike**.

The 13-year contract will be the most lucrative tie-up in sporting history when it comes into operation in August 2002, replacing United's present Umbro deal.

The provisional details of the agreement were leaked from Old Trafford last month, prompting a minor setback in negotiations between the two parties and the threat of legal action from Umbro.

The deal eclipses the previous record contract between **Nike** and the Brazilian team of (pounds) 67 million over 10 years and, as part of the deal, United will also receive 50 per cent of profits from the sale of club merchandise.

Nike have been looking at increasing their presence in English football over the last few years, but this is the biggest coup of all after clinching deals with the likes of Arsenal and Leeds United.

The deal will bring in at least (pounds) 23 million for United each year. Profits on top of the fees will be shared 50/50 by United and **Nike**. Although the agreement runs for 13 years, **Nike** has an option to call it off in 2008.

Nike's payments will be reduced if the team does not finish in the top half of the Premiership, or does not compete in European competitions, the club said in a statement. Shares in Manchester United, which stopped trading prior to the announcement, had gained one per cent yesterday to 232p. Not such good news for United is that Mark Bosnich will undergo a hernia operation next week which will rule out the out-of-favour goalkeeper for five weeks.

Alex Ferguson has tipped Steve McClaren to succeed him as Manchester United manager. Ferguson has no doubts that his assistant has all the credentials needed to take over from him when he retires at the end of next season.

McClaren, who replaced Brian Kidd as Ferguson's right-hand man in February 1999, has never really been touted for the job before and he was perceived to be lacking in experience.

Ferguson said: "Steve has been brilliant since he came here. He has shown a willingness to learn. It is not my decision to make, but I would have thought all the credentials were there for Steve to take the job.

"The club is in good shape, which I know the chief executive Peter Kenyon regards as one of the most important things. There is a big decision to be taken, which will be made at the right time."

Barnsley have signed the Middlesbrough midfielder Neil Maddison on a month's loan. The 31-year-old is expected to

make his debut against Wimbledon at Oakwell. The 29-year-old American goalkeeper Brad Friedel has been granted a work permit, clearing the way for his move from Liverpool to Blackburn Rovers.

Celtic and Rangers have been paired together in the semi-finals of the Scottish League Cup. The Old Firm will square up at Hampden Park in February.

AC Milan have threatened the Italian Football Federation with legal action unless they allow the Serie A side to field all five of their non-EU players after a court judgement in a separate matter on Thursday, the club's website reported.

The club made the threat in a letter sent to the federation and countersigned by the five players: Ukrainian striker Andriy Shevchenko, Brazilian trio Dida, Serginho and Roque Junior and Croatian Zvonimir Boban.

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

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Lincoln Journal Star (Nebraska)

September 23, 2000 Saturday
City Edition

Fremont native stars in **Nike** ad

BYLINE: The Associated Press

SECTION: B; Pg. 2

LENGTH: 220 words

FREMONT-- It wasn't quite the "Man in the Iron Mask," but Fremont native Brett Sheridan thought being the man behind the mask might be his chance for fame.

That is until the NBC television network pulled the **Nike** ad featuring a masked and chainsaw-wielding Sheridan chasing Olympic distance runner Suzy Favor Hamilton.

Nike Shoe Co. was informed Monday that NBC would discontinue airing the ad based on viewer complaints about its violent nature, thus ending his run on network television.

The ad, "Horror," was one of a series of three ads to debut during weekend coverage of the Olympic games.

Sheridan, a 1992 graduate of Fremont Senior High School, said he knew he was onto something big with the commercial, which is a parody of popular horror films such as the "Friday the 13th" and "Halloween" series.

The actor said directors and producers chose him to portray the horror figure for his physical comedy. Even though the ad has been discontinued on NBC during Olympic coverage, Sheridan said it could help his career.

The actor, who lives in California, has been featured in about 12 television and radio commercials in addition to performing stand-up comedy.

His mother, Julie Sheridan of Fremont, said she doesn't know what the fuss is about. She likes the commercial.

The ad will continue to air on the cable network ESPN.

LOAD-DATE: April 22, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Mirror

September 28, 2000, Thursday

FOOTBALL: NIKE JUST DO IT FOR UNITED**BYLINE:** Gary Jones & James Fletcher**SECTION:** SPORT; Pg. 66**LENGTH:** 324 words

MANCHESTER United have struck one of the world's biggest financial soccer deals with sports kit giant **Nike**.

American-based **Nike** have agreed to pay United an estimated pounds 300million for an exclusive 15-year deal.

United are shortly set to announce the tie-up which will begin when their current deal with Umbro runs out in 2002.

Last night **Nike** were taken aback when Mirror Sport spoke to their London head office about the done deal, which will be unveiled within days at a Press conference.

A spokesman said: "We've not confirmed it yet. Who told you about this? Was it United?"

"We're waiting to find out the details. We've not been given all the info."

United started a bidding war between rival sports companies which began at pounds 15million-a-year but quickly escalated until rivals to **Nike** realised they could not win.

Nike were desperate to win the contract and made it clear in negotiations with United that they would beat any other offer on the table.

The sportswear company, which has a pounds 5billion turnover, shattered its own record to complete the deal.

Nike, who already have boot and clothing deals with United stars Andy Cole, Paul Scholes, Dwight Yorke and Ole Gunnar Solskjaer, were determined to get United at any cost.

Nike recently signed up the Brazilian FA in a staggering 10-year deal worth pounds 64.4m that covers every national team.

But that is still way short of what United will receive for allowing **Nike** to put their distinctive 'tick' logo on the millions of famous red and white strips sold around the world each year.

Nike which also has top sporting figures on its books like Michael Jordan, Ronaldo and Michael Johnson, have made no secret of their desire for world domination.

United were top of its "must have" list.

Nike are also head hunting United manager Sir Alex Ferguson to become their football ambassador on around pounds 1m-a-year.

LOAD-DATE: September 28, 2000

LANGUAGE: ENGLISH

GRAPHIC: DWIGHT Yorke and keeper Mark Bosnich fly home are all smiles despite their 3-1 drubbing at PSV

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Hobart Mercury (Australia)

January 19, 2000, Wednesday

Running steps into space-age in peel-off shoes

BYLINE: TOM SALOM

SECTION: SPORT; Pg. 67

LENGTH: 382 words

SPORTS giant **Nike** is designing a disposable running shoe that could be used at the Sydney Olympics.

The ultra-lightweight shoe can only be worn once and will be limited to sprinters contesting the 100 and 200 metre events.

Testing of the shoe is due to be finalised in June, along with space-age running uniforms for the Sydney Games.

The project could revolutionise the traditional running shoe, which often has to be worn-in by elite athletes.

But **Nike** designers in the United States believe the disposable shoe could be moulded around the feet and almost peeled off after the event.

It is believed athletes sponsored by **Nike**, including Australia's Cathy Freeman, will be asked to trial the shoe.

Freeman is already involved in a separate **Nike** project -- codenamed Swift -- aimed at producing aerodynamic sprinting uniforms.

Nike apparel designer Eddy Harber was in Sydney last month to speak to Freeman and measure prevailing wind conditions at Stadium Australia.

Mr Harber, a former body armour designer with the British Army, hopes to come up with a fabric called Lycrapower that would limit muscle vibration during a race.

Nike has used speed skating body suits as a basis for the design.

The low friction garment would also take body temperature and friction into account and will be tested by Freeman and US sprinters Michael Johnson, Marion Jones and Maurice Greene.

"It will also be offered to associated **Nike** federations -- and the Australian Olympic team is now incorporated in that," Mr Harber said.

Nike took over the production of Australian team gear late last year after Reebok quit its Olympic sponsorship.

Australian Olympic Committee officials are expected to be briefed on Project Swift later this month when a **Nike** team visits Sydney.

The space age uniforms would be worn by sprinters, hurdlers, and long and triple jumpers.

Running steps into space-age in peel-off shoes Hobart Mercury (Australia) January 19, 2000, Wednesday

Last year Mr Harber's design team came up with a relay glove featuring a glowing orange stripe to indicate where the baton should be placed.

The glove contains a sticky palm and has been approved by international athletic officials.

It was offered to Australian relay runners at last year's world track and field titles but they were reluctant to trial it.

The AOC now wants to examine the glove.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The Vancouver Province (British Columbia)

August 24, 2000 Thursday Final Edition

Woods balls unavailable

SOURCE: News Services

SECTION: Sports; Golf Notebook; Pg. A51

LENGTH: 230 words

Tiger Woods endorses **Nike** Tour Accuracy golf balls, but he really plays with custom-made balls unavailable to duffers, **Nike** has acknowledged after being sued in U.S. federal court.

Nike Inc. said the balls used by Woods, who's one of the longest hitters in golf, have a slightly harder inner and outer core than the balls sold to the public.

Mike Kelly, marketing director for **Nike** Golf, said it's common practice to sell the public different products than what the pros use.

But other leading names in golf say their customers get what their pros endorse.

Joe Gomes, a spokesman for Titleist, said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could special order it.

Meanwhile, the Society of Professional Journalists has asked the 6th Circuit Court of Appeals in Ohio to reject an appeal by Woods in a right-of-publicity suit.

The Indianapolis-based organization says Woods's appeal threatens First Amendment rights.

Woods sued Alabama artist Rick Rush after he painted Woods at the Masters in April 1997 and then sold 250 limited-edition serigraphs and 5,000 smaller lithographs. Woods claims the sale of the paintings violates his trademark and right of publicity.

Woods lost the first round of the suit in April when U.S. district judge Patricia Gaughan threw out the case.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: Associated Press; Defending champ Tiger Woods watches his approach to the par-5 second hole go over the green at Firestone Country Club in Akron, Ohio, during practice for the NEC Invitational Wednesday.

TYPE: Brief; Sports

131 of 1000 DOCUMENTS

DAILY MAIL (London)

November 27, 2000

Wrap up Christmas; Chance to win GBP 1,000 of great fashion vouchers

SECTION: Pg. 41

LENGTH: 409 words

THE Scottish Daily Mail and Sterling Mills Designer Outlet Village are offering readers the chance to win GBP 1,000 worth of shopping vouchers.

Every day this week, you have the chance to win GBP 1,000 to spend in one or more of the fantastic stores at the Village just in time for Christmas.

At Sterling Mills at Tillicoultry, Clackmannanshire, you can take your pick from production surpluses, end of line or end of season merchandise, from some of the most famous names in high street fashion.

And all products are between 30 and 70 per cent cheaper than high street prices.

Open seven days a week, from 10am to 6pm, and with more than 35 stores, you can pick up some great labels without picking up the price tags.

Today's winner will have the chance to spend GBP 1,000 in the **Nike** Factory Outlet Store which is the only one of its kind in Scotland.

Nike is dedicated to helping athletes at all levels, triumph over challenges on the court, field, track and trails of the world.

And for that reason it is committed to offering the world's best sports apparel, footwear, accessories and equipment.

At **Nike** Factory Store customers are able to buy quality branded products which are at least 30 per cent less than the recommended retail price.

This month sees even further mark downs on various **Nike** Vision glasses and **Nike** Timing watches.

The **Nike** Factory Store selects products from prior seasons so the customer can buy authentic goods at factory store prices.

If you are the winner of this fabulous prize, For your chance to win call 0901 111 0141. Leave your name and telephone number where you can be contacted between 10am and noon tomorrow. Calls cost 25p and cannot be accepted on any other number.

Alternatively, fax your entry to 0870 909 0119 or email your name and telephone number to: sterlingmills@dmil.entr.es.co.uk Only one email per person. All entries must be received before midnight today.

Wrap up Christmas;Chance to win GBP 1,000 of great fashion vouchers DAILY MAIL (London) November 27, 2000

The winner will be the first entry drawn at random after the competition closes and will be contacted by the Scottish Daily Mail before noon tomorrow.

No purchase necessary. Normal Scottish Daily Mail rules apply. There is no cash or prize alternative. The Editor's decision is final.

How to get there: Sterling Mills Designer Outlet Village is at Tillicoultry near Stirling opposite Sterling Furniture. Visit www.sterlingmills.com or call the information line 01259 752100.

LOAD-DATE: December 1, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The New York Times

June 30, 2000, Friday, Late Edition - Final

Nike's Quarterly Profit Up 33%

BYLINE: AP

SECTION: Section C; Page 20; Column 1; Business/Financial Desk

LENGTH: 266 words

DATETIME: BEAVERTON, Ore., June 29

Nike Inc. said today that its fourth-quarter profit rose 33 percent, meeting Wall Street expectations.

The company said it earned \$126 million, or 46 cents a diluted share, compared with \$94.4 million, or 33 cents a share, in the period a year earlier.

The results matched analysts' estimates, according to First Call/ Thomson Financial, which tracks company earnings.

Revenue in the period, which ended May 31, increased to \$2.3 billion from \$2.2 billion.

Nike's chairman, Philip Knight, said the company had solid growth outside the United States, where a weak retail industry has cut into sales -- particularly for athletic shoes -- with a string of closings among large retail chains like Venator, the parent of Foot Locker.

"Within the U.S., the retail industry continued to struggle," Mr. Knight said. "However, we did see some early signs of progress."

Over all, future orders in the United States were down 5 percent while those in Europe increased 11 percent. Orders in the Asia-Pacific regions were up 21 percent and the region that includes South America increased 13 percent.

For the fiscal year ended May 31, **Nike's** earnings improved to \$579 million, or \$2.07 a share, compared with \$451 million, or \$1.57 a share, in the period a year earlier. Revenue increased to \$9 billion from \$8.8 billion.

Shares of **Nike** rose \$1.125, to \$40.1875, in trading on the New York Stock Exchange. The company released its results after the close of trading.

Nike also announced plans to buy back \$1 billion of stock after the completion of a similar-sized purchase in two years.

<http://www.nytimes.com>

LOAD-DATE: June 30, 2000

LANGUAGE: ENGLISH

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The Australian

October 31, 2000, Tuesday

Calls for Nike to get the boot

BYLINE: Benjamin Haslem

SECTION: LOCAL; Pg. 5

LENGTH: 407 words

AUSTRALIA'S Paralympians should push to replace Nike as their sportswear supplier in response to a degrading advertisement about the disabled, one of the country's leading disability sports groups said yesterday.

Wheelchair Sports Australia chairman Michael Godfrey-Roberts foreshadowed a consumer backlash against Nike and said the team should dump the company if another manufacturer offered to step in.

But he acknowledged that finding a replacement would be tough and praised Nike's overall record of supporting disabled sport in Australia.

Mr Godfrey-Roberts was commenting on a Nike advertisement describing disabled people as drooling, misshapen husks roaming the earth in motorised wheelchairs. The advertisement appeared in several US outdoor magazines available in Australia.

"If we were in a fortunate position to be able to make a choice, I have a feeling they would be saying: 'Thank you very much, Nike. We are going to a competitor, they are nicer people,'" Mr Godfrey-Roberts said.

Disability groups and federal politicians yesterday joined the growing international chorus condemning the clothing giant.

Democrats leader Meg Lees said Nike should boost its support of the Paralympic team as compensation for the hurt it had caused.

Senator Lees described the advertisement as "appalling, unconscionable and barely believable".

"An apology is nowhere near good enough," she said.

Opposition sports spokeswoman Kate Lundy agreed that Nike should consider such a gesture.

"Any extra funding or support that the Paralympians can get out of Nike is a positive thing and they should go for it," she said.

National Council on Intellectual Disability executive director Mark Pattison said the advertisement was revolting. But he cautioned against punishing Nike for one blunder, considering the company's history of supporting the disabled.

"They pulled the ad straight away and gave a reasonable apology," Mr Pattison said.

"Even though it was appalling and tasteless and out of order, they have responded in a semi-appropriate way."

Calls for Nike to get the boot The Australian October 31, 2000, Tuesday

Physical Disability Council of Australia president Maurice Corcoran said the advertisement had damaged 20 years of work by advocacy groups fighting negative attitudes towards the disabled.

Carolyn Frohmader, from Women With Disabilities, said disability group websites around the world had been flooded with messages expressing outrage over the advertisement.

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Express

December 22, 2000

GOLF; **NIKE** ARE QUICK OFF MARK TO GET DUVAL AND STIR UP COMPETITION

BYLINE: BY MARTIN HARDY**SECTION:** SPORT; Pg. 61**LENGTH:** 297 words

David Duval will quit Titleist and join **Nike's** swoosh squad in a deal which will rock the golf industry.

A five-year, \$ 25million deal, which could double with bonuses, has been agreed and is expected to be completed early in the New Year.

The deal will give **Nike** two of the world's top three golfers - a similar-length deal, but double the cost, having already been signed with No 1 Tiger Woods.

The two good friends teamed up recently to win the World Cup for America in Argentina and, significantly, used the **Nike** ball during the foursomes section of the four-day event. Duval has also been spotted wearing his new sponsor's shoes.

A deal is understood to have been signed at **Nike** head- quarters in Oregon this week, but will not be completed until Duval's existing contract with Titleist is sorted out.

It stills has more than two years to run and Titleist, already smarting due to Woods' abdication, could seek compensation from the firm which is fast becoming a serious player in the golf market Titleist have dominated. Duval's switch is expected to increase intensity of that rivalry and extend the boundaries of the golf ball wars which Callaway, another of the industry's big guns, have recently joined.

Neither company would comment on the deal yesterday although an announcement is imminent.

Although Woods still plays a full bag of Titleist clubs, Duval's deal is understood to include clauses which tie him to **Nike** once they've manufactured a set to his specifications.

World No 3 Duval's also expected to sign a new agreement with his management handlers IMG at the start of next year.

Although Duval's been hampered for most of the season by a back injury, he finished seventh on the PGA Tour rankings with \$ 2.4m in prize money.

LOAD-DATE: January 30, 2001**LANGUAGE:** English

GOLF; NIKE ARE QUICK OFF MARK TO GET DUVAL AND STIR UP COMPETITION The Express December
22, 2000

PUB-TYPE: Newspaper

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St. Petersburg Times (Florida)

September 15, 2000, Friday, 0 South Pinellas Edition

Woods' Nike deal may pay \$ 100M**SOURCE:** Compiled from Wire Reports**SECTION:** SPORTS; GOLF; Pg. 11C**LENGTH:** 418 words

Tiger Woods signed a five-year endorsement contract with **Nike** on Thursday that is thought to be worth between \$ 85-million and \$ 100-million, making it the richest endorsement deal in sports history.

The exact worth is hard to estimate because some value is tied to sales and incentives. The new deal begins when Woods' five-year, \$ 40-million deal with **Nike** expires in September of 2001.

Mark Steinberg, Woods' agent at IMG, declined to discuss specifics of the deal, only to say it was an "outstanding contract."

Bob Wood, president of **Nike** Golf, also refused to reveal specifics, but he was elated.

"The final details were worked out about 90 minutes ago," Wood said.

"We've been negotiating for about 18 months, but IMG, **Nike** and Tiger have all been in the same ballpark for a while now," Wood continued. "A lot of people thought we overpaid for Tiger in his original deal, but we don't feel we overpaid for him then, and we don't feel we overpaid for him now. We think it's a fair deal for everybody. He's had a huge impact on **Nike** and on **Nike** golf, and we think that will continue for the next 25 years or more.

"A lot of people have compared Tiger to Michael Jordan, but one thing that makes them different is that the career of a professional golfer is so much longer than the career of a basketball player. The earning power of a professional golfer is far greater over the course of a lifetime."

At 24, Woods has won all four major championships, becoming the youngest to complete the career Grand Slam, and he holds the all-time scoring record in all four majors in relation to par. He won three major championships and nine PGA events this year.

U.S. MID-AMATEUR: Greg Puga, a 29-year-old caddie at a California club, became the youngest winner in the 20-year history of the event with a 3-and-1 victory over a faltering Wayne Raath at Hot Springs, Va. Puga turns 30 on Oct. 13. The youngest champion was Bill Loeffler, who was 30 years and two months old when he won in 1986. The U.S. Mid-Amateur is for those 25 and older. With his victory, Puga is eligible for next year's Mid-Am, the U.S. Amateur and the Masters. Puga was 2-down after the front nine but caught the 25-year-old South African by making a critical 10-foot par putt on the 10th, birdie on the 11th and a par putt on No. 12 when Raath drove into a lateral hazard. Puga won three of the last four holes with pars, as Raath three-putted the 17th to close out the match at the Homestead's Cascades Course.

Woods' Nike deal may pay \$ 100M St. Petersburg Times (Florida) September 15, 2000, Friday, 0 South Pinellas Edition

LOAD-DATE: September 18, 2000

LANGUAGE: ENGLISH

TYPE: DIGEST

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The New York Post

April 30, 2000, Sunday

KNIGHT, NIKE WIN A BATTLE OF OVERSIGHT**BYLINE:** Beth Piskora and Jesse Angelo**SECTION:** All Editions; Pg. 058**LENGTH:** 247 words

If national sympathies toward the monitoring of sweatshops move noticeably in the near future away from aggressive oversight and toward the Kathie Lee Gifford "We Try Hard So Cut Us a Break" approach, let the record reflect the decisive battle waged last week between **Nike's** Phil Knight and his beloved alma mater, the University of Oregon.

Knight, who has already donated \$50 million to the school, said he would hold onto a proposed \$30 million donation and not contribute another dime because the university aligned itself with the more aggressive monitoring group, financed by trade unions and allegedly stacked against importers.

Nike, which has been the favorite pinata of the aggressive monitoring forces, belongs to a different watchdog group.

Word on the Street is that Knight has scored a KO in the testy dust-up. A survey of analysts revealed not a one that thought **Nike** would be harmed by the spat.

"Knight is standing up for what he believes and people here in Portland, at least the ones I've talked to, are definitely siding with Knight," said Jennifer Black, of Black & Co., based in the heart of **Nike** country. "I don't see any negative fallout from Knight's action."

John Shanley, of First Security Van Kasper, concurred. "**Nike** has reduced the number of factories it contracts with to 30 from 110 last year in order to monitor them better, so I think informed investor won't care about this flap."

LOAD-DATE: May 2, 2000**LANGUAGE:** ENGLISH**GRAPHIC:** PHIL KNIGHT Fighter. Luiz C. Ribeiro

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The Globe and Mail (Canada)

August 22, 2000 Tuesday

United States

SECTION: REPORT ON BUSINESS: THE WALL STREET JOURNAL; What's News; Pg. B7

LENGTH: 162 words

Nike Inc. said it will form a new unit to focus on women's footwear and apparel in an effort to fend off intensifying competition in the women's athletic market. The sportswear concern plans to announce today that the new unit will incorporate the separate divisions that oversee women's footwear and apparel and have its own marketing team and budget. This new initiative comes at a time when **Nike** is competing against a growing number of new high-end players in the women's athletic market - companies ranging from Tommy Hilfiger Corp., GAP Inc., Polo Ralph Lauren Corp. and fashion houses such as Prada of Italy that are popular with the "GenY" crowd. **Nike** said it plans to spend two to three times more on its women's business in the next year than it did in the previous year. The unit will have about 1,000 employees, including 170 people it hired from Liz Claiborne Inc., Levi Strauss & Co. and other fashion companies in the past 18 months to focus on women's apparel.

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Ottawa Citizen

April 9, 2000, Sunday, FINAL

But there's more to our name than a swoosh, **Nike** complains

SECTION: The Citizen's Weekly; C2

LENGTH: 486 words

When Toronto journalist Naomi Klein took a shot at the world's "brand- name bullies" earlier this year, she not only added fuel to a growing counter-culture fire, she ticked off the brass in the boardrooms of at least one multi-national -- **Nike**.

Ms. Klein's anti-logo broadside, contained in her new book No Logo: Taking Aim at the Brand Bullies (Alfred A. Knopf), railed at the branding of North America by industrial giants like **Nike**.

She says branding, the advertising technique of emphasizing a company logo instead of a product, has sparked a backlash among young people tired of being forced to live in a corporate "brandscape."

Among the villains in modern manufacturing, she says, is **Nike**. "They don't bother making products anymore," she says. "They farm out the labour overseas instead, choosing to spend the bulk of their money on what they really manufacture: a logo or a brand."

Nike, she said, doesn't even sell a product in the conventional sense; they sell an image, or a lifestyle, or an emotion.

Well, just a minute ... **Nike** replies in a stinging response to Ms. Klein's "self- proclaimed cultural analysis" posted on its Web site (www.nikebiz.com).

"Although the book includes numerous references to Disney Corp., McDonald's and Microsoft, the author spends the most time analysing **Nike's** marketing strategies, corporate goodwill activities and manufacturing practices.

"In particular," **Nike** complained, "the author dedicates a large portion of the book to an often misinformed, unbalanced evaluation of **Nike's** labour practices.

"While **Nike** respects the rights of interested parties to make their opinions known to the general public, it is also important to recognize the complexities of global manufacturing issues and the strides **Nike** has made in this area.

"In numerous instances, No Logo diminishes the progress **Nike** has made by dredging up past events, repeating misinformation and often failing to tell the whole story. The book constantly references incidents that occurred in the early 1990s and liberally quotes many of **Nike's** detractors, yet fails to reference any of **Nike's** more recent, 'industry-first' labour initiatives."

And what's more, **Nike** adds, "Ms. Klein never met with any current **Nike** labour practices representatives during the writing of this book."

In a 1,300-word, point-by-point defence of its North American and overseas operations, **Nike** took Ms. Klein to task for disparaging the company's commitment "to enhance people's lives through sports and fitness."

But there's more to our name than a swoosh, Nike complains The Ottawa Citizen April 9, 2000, Sunday, FINAL

"At **Nike**, we see this as a positive attribute. There is no mistaking that **Nike** is passionate about sports and fitness. And when it comes to global manufacturing and trade, we want to be just as clear about what we stand for and what we do."

No Logo: Taking Aim at the Brand Bullies, by Naomi Klein, is published by Alfred A. Knopf, (\$35.95).

LOAD-DATE: April 9, 2000

LANGUAGE: ENGLISH

GRAPHIC: P Black & White Photo: **Nike** comes out kicking at Naomi Klein's anti- branding arguments.

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The Washington Post

washingtonpost.com

The Washington Post

August 24, 2000, Thursday, Final Edition

Woods's Golf Balls Roll Into Suit

SECTION: SPORTS; Pg. D02

LENGTH: 835 words

Tiger Woods endorses **Nike** Tour Accuracy golf balls in TV and magazine ads, but he really plays with custom-made golf balls unavailable to everyday duffers, **Nike** acknowledged Tuesday after being sued in federal court in San Francisco.

Nike Inc. said the golf balls used by Woods, who is one of the longest hitters in the game with drives that travel 300-plus yards, have a slightly harder inner and outer core than the golf balls sold to the public.

"Those two elements are slightly firmer than the marketed ball," **Nike** Golf marketing director Mike Kelly told the Associated Press.

Kelly said it is common practice in the golfing world to sell the public different products than what the pros really use. But other leading names in golf said their customers get what their pros endorse.

Joe Gomes, a spokesman for Titleist, said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could special-order it.

"We are very particular about our advertisements. We don't make any claims that cannot be substantiated in both golf balls and clubs," Gomes said.

Woods's agent, Mark Steinberg, did not immediately return a phone call requesting comment on the lawsuit. In the suit, a nonprofit group called Public Remedies Inc. claimed **Nike**, based in Beaverton, Ore., was engaging in unfair business practices. It asks that **Nike's** "ill-gotten gains" be restored to the public.

Woods officially switched to the **Nike** Tour Accuracy golf ball before the U.S. Open, the first of his three major championships this year. The move officially ended a marketing conflict between Woods's top two golf sponsors--**Nike** and Titleist--that began last year when **Nike** entered the golf ball market.

Titleist argued that **Nike** was using Woods to promote golf balls because of two commercials--one that showed Woods bouncing a ball off his wedge and another that showed hackers on the range belting 300-yard drives as soon as Woods

showed up.

Titleist contemplated a lawsuit, but instead reworked Woods's deal so that he was paid only when he used Titleist equipment in tournaments. Titleist also gave up its right to have its logo on his bag and to use Woods in advertisements.

Football

Pizza Wars

A showdown over who can offer pizza promotions with the Washington Redskins is in the works.

The Redskins are protesting Washington area Domino's pizza stores' offer of a discount on pies for every touchdown the team scores. Frank Meeks, who owns 60 Domino's in the area, said Tuesday the discount is good for every Monday after a Sunday game or the Tuesday following a Monday night game.

But yesterday the team released a statement stating only Papa John's pizza has the right to offer promotions affiliated with the Redskins.

"We're talking to them [Domino's] about the fact that they're using a promotion developed last year in conjunction with us," Redskins spokesman Karl Swanson said.

Swanson said the team's agreement with Domino's expired in June and the Redskins have since reached a marketing deal with Papa John's to be the "official pizza" of the team. He added that Domino's pizza no longer will be sold at games in FedEx Field.

"Only Papa John's can create and offer a promotion tied to the Washington Redskins," Redskins President Steve Baldacci said.

Meeks said Domino's outlets from West Virginia to Maryland will offer the promotion again because it was such a success.

"We started it," Meeks said. "We will continue to do it this year. It's not a Redskins promotion. It's called 'The Domino's Pizza Touchdown Take Off.' "

Basketball

Hoyas Get Recruit

Georgetown men's basketball coach Craig Esherick announced that RaMell Ross, a 6-foot-4 swingman from Lake Braddock High in Burke, will join the Hoyas this fall. Ross, who missed his senior season because of shoulder surgery, averaged 20.7 points, 6 rebounds and 4 assists per game as a junior.

"I like RaMell's versatility," Esherick said. "He played three positions in high school and has the flexibility to do the same at the college level."

Boxing

Tyson Promoter Exits

Don't expect Mike Tyson to fight in Great Britain again any time soon.

Promoter Frank Warren said he would not handle any more Tyson fights, even though the British Boxing Board of Control cleared the former world heavyweight champion to fight in the country.

"No. I will not promote him again," Warren told BBC radio.

Soccer

Wizards, MetroStars Tie

Tony Meola made a Kansas City-record nine saves for his Major League Soccer-record 14th shutout of the season as the visiting Wizards and New York-New Jersey MetroStars played to a scoreless tie.

Outdoors

Potomac Bass Fishing

Mark Pack of Mineola, Tex., took the lead after the first day of the four-day Bassmaster Maryland Top 150 tournament in Charles County with a haul of 15 pounds 7 ounces.

"I think I can catch a limit every day," Pack said. "In fact I backed off some of my spots today."

LOAD-DATE: August 24, 2000

LANGUAGE: ENGLISH

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Sunday Times (London)

July 23, 2000, Sunday

Everything you needed to know about the latest golfing phenomenon

SECTION: Sport

LENGTH: 630 words

Q

So Tiger has made a few quid out of golf then? A

So far, his career earnings are a tidy \$ 16,291,560, easily more than anybody has made on the golf course but chickenfeed in the big scheme of things. Last year, he earned \$ 47m, including endorsements. His first contract with **Nike** was worth \$ 60m alone. Phil Knight, the **Nike** chairman, has said that Tiger will always sport the **Nike** swoosh. Earl Woods, Tiger's's father, has told Knight that **Nike** will have to come up with more money every time his boy puts pen to paper.

Q

What other endorsements does he have?

A

His second biggest deal is with Titleist, whose clubs he uses. He also endorses American Express, Rolex and Wheaties, but he says money is a bad second to career achievements in his priorities. He prove this by sacking his agent, Hughes Norton. These days, Tiger suits himself.

Q

Staggering success, incredible riches must make him a powerful kind of guy?

A

He came in at No 7 in the latest Forbes Power 100, a list of entertainment and sports personalities headed by Julia Roberts. However, there are signs that he is on the way up the list. Forbes counted 32,974 press articles about Tiger. Roberts, by comparison, was practically snubbed with only 9,978 clippings to her name.

Q

What's this about never missing the cut?

A

He has made 52 consecutive cuts and he's almost halfway to another record. Byron Nelson made 113 cuts back in the 1940s.

Everything you needed to know about the latest golfing phenomenon Sunday Times (London) July 23, 2000, Sunday

Q

Is there any time for a lady in his life?

A

He now has a steady blonde beau, Joanna Jagoda, right. Before they became an item, he was linked to a series of potential girlfriends, including model Tyra Banks. "I didn't even know I dated them. I don't have a girlfriend. None," he said at the time.

Q

Blossoming romance obviously hasn't put him off his game. Would it be fair to say that he has been successful lately?

A

He has won of his last 22 PGA Tour events and 16 of his last 29 tournaments overall. He has played in 82 PGA Tour events and won 20 of them (24.4%). He has 34 top-three finishes (41.5%), 43 top-five finishes (52.4%), and 53 top-10 finishes (64.6%).

Q

He seems to hit the ball a mile down the St Andrews fairways. What's the secret of his prodigious length?

A

Sports Illustrated magazine claimed he "comes closer to achieving optimum launch conditions - a combination of swing speed and angle of impact -than any of the more than 300 touring pros Titleist has tested over the last 20 years".

Q

And what is his weapon of choice?

A

Tiger uses a Titleist Titanium 975D driver with just 7.5 degrees of loft. A club golfer would struggle to get his ball airborne with that. His Titleist three-wood has 13 degrees of loft. He has three wedges in his bag, largely because his drives generally put him so close to the hole.

Q

He covers his driver with a fluffy Tiger. What's all that about?

A

His mother, Kutilda, made it for him. The words "Love from Mom", in Thai, are stitched on it.

Q

Who hands him his clubs on the course?

A

Tiger's caddie is Steve Williams, who was on Ray Floyd's bag for 12 years and also did a brief tour of duty with Greg

Everything you needed to know about the latest golfing phenomenon Sunday Times (London) July 23, 2000, Sunday

Norman. "Steve knows when to say something and when not to say something," he said last week. Tiger's first caddie, Fluff Cowan was sacked. Some people thought he was getting a bit carried away with his celebrity status.

Q

Speaking of celebrities, his coach is a bit of a star too, isn't he?

A

And charming with it. Butch Harmon is the man, although his real name is Claude. He once played on the US Tour, but he has had far more success as a swing doctor.

Q

Will he be handed the claret jug later today?

A

Has Colin Montgomerie ever barked at a photographer?

LOAD-DATE: July 24, 2000

LANGUAGE: ENGLISH

GRAPHIC: Golf; British Open; Profile; Tiger Woods

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Calgary Herald (Alberta, Canada)

May 25, 2000, Thursday, FINAL

Computer Bytes

BYLINE: Tamara Gignac, Calgary Herald

SECTION: Computers; G6 / FRONT

LENGTH: 492 words

Calgary firm runs down **Nike** contract

Sports equipment giant **Nike** Inc. has signed on Calgary-based Internet services firm Critical Mass to develop personalized online marketing and e-commerce strategies to enhance **NIKE** iD, an interactive portion of **Nike.com** where consumers can customize and purchase athletic shoes.

Services provided by Critical Mass will range from strategic consulting to Web design and application development.

The firm has already designed sites for Mercedes-Benz USA, Proctor & Gamble and Smirnoff Vodka.

Free Internet provider expands into Spanish

Internet service provider Cybersurf says it has developed a Spanish-language version of its advertisement-supported free Internet service, the 3web network ([www. 3web.net](http://www.3web.net)).

The Toronto-based company will supply its technologies to various regional ISPs, portals and distribution and support companies in Latin America. A Portuguese-language version is currently in development.

The deal between Cybersurf and Latin Net will see the ISP enter markets in Spain and Portugal as well as South and Central America.

Intel quadruples flash production

Intel Corp., the world's largest computer chip maker, says it plans to spend \$2 billion US over two years to quadruple production of flash memory chips to meet soaring demand.

The chips, which retain data in electronic devices when the power is off, are in heavy demand as sales of cellphones, handheld organizers and other devices increase.

Intel will convert plants in California, Oregon, New Mexico and Colorado to make flash memory using the 0.18 micron process, which etches lines smaller than 1/500th the width of a human hair.

That will lift the number of flash-memory megabytes produced fourfold, said Curt Nichols, general manger of Intel's flash products group.

IBM reaches deal to build chips for Compaq

IBM has reached a deal to build advanced chips for a key line of Compaq Computer Corp. computers, and separately unveiled new versions of its own mainstay AS/400 business computers.

The Compaq deal shows IBM is making progress in its bid to become a supplier of components not only for use in its own products, but also those of rival computer makers.

While IBM's semiconductor business comprises less than 10 per cent of its nearly \$90 billion US in annual revenues, the company's shift to higher margin products should help bolster the company's overall profitability, analysts say. Sources close to the company say IBM will likely sign similar deals with Hewlett-Packard and Apple.

"IBM sees itself not only as a computer company, but as an arms merchant to its competitors," Kurt King, an analyst with Banc of America Montgomery, said.

Authors online

Time Warner's new iPublish.com business will be part of the company's publishing house. The company plans to release electronic books by authors such as David Baldacci, Walter Mosley and Robert Kiyosaki.

LOAD-DATE: May 25, 2000

LANGUAGE: ENGLISH

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The Australian

August 25, 2000, Friday

Parasites take their places for the Olympic piggyback event / GAME PLAN

BYLINE: Michael McGuire**SECTION:** FINANCE; Pg. 38**LENGTH:** 684 words

Companies aligning themselves with the Games must be clever, not crass

AMBUSH marketing is one of the big naughty words associated with the Olympics. There is a perception that ambush equates with dirty and underhand -- that there is something sordid about the process.

The only thing worse than ambush at the Olympics is drugs at the Olympics. It really is that serious. To some, anyway.

But there is also a feeling that any ambush will be huge and obvious.

Most of this expectation stems from the **Nike** experience at Atlanta, which is widely regarded as the benchmark for all ambush efforts.

The story of **Nike** and Atlanta became the business story of the 1996 Games, and the size, nature and sophistication of the ambush has only become bigger in the intervening years.

For example **Nike** booked every billboard in Atlanta during the Games.

For Sydney, the rules have been changed and this would be impossible.

But the reality is that **Nike** was the exception and not the rule. Those expecting another company to be as aggressive as **Nike** in Sydney are likely to be sorely disappointed. Not least because **Nike** is now inside the Olympic tent.

Any overt ambush marketing is thus unlikely to be on a large scale, not least because the International Olympic Committee is becoming ever more zealous in its protection of sponsor rights.

And just to clear up how the IOC defines ambush marketing: "Olympic ambush marketing occurs when a company that does not financially support the Olympic movement attempts to present itself as an Olympic marketing partner.

"This is done through advertising or promotion that is designed to mislead the public."

The IOC refers to this as "parasite activity". Although in the **Nike** case, parasites can be rehabilitated -- all it takes is a lot of money.

Large-scale ambush marketing action is unlikely to be spotted in Sydney. However, this does not mean many non-Olympic sponsors won't be doing their utmost to be associated with sport in some form or other.

After all, it's basically sound business practice to be associated with an event that is projected to attract a global

television audience of more than 20 billion.

It just means that rather than paying for front-row seats, you pay a little less to sit further back in the auditorium, but the important thing is to be in the auditorium.

One case study of what smart companies are doing is the marketing program at the Australian Institute of Sport.

It is no coincidence that this year the AIS's sponsorship budget has climbed to a record high of \$18 million. The AIS managed to raise \$2 million when it started its sponsorship program in 1992.

But what is instructive in the AIS case is not so much the amount of money that has been raised but the nature of the companies involved -- there is nary an Olympic sponsor in sight.

Even better, most are direct competitors of Olympic sponsors.

Among the main sponsors of the AIS are computer giants Microsoft and Compaq, which are both direct competitors to Olympic sponsor IBM.

Olympic sponsor Goodman Fielder also faces a double-barrelled attack from competitors keen to take on the sporting mantle. Bread brand TipTop, owned by Australian Stock Exchange-listed George Weston, is a sponsor, as well as cereal manufacturer Kellogg's, which competes with the Goodman Fielder-owned Uncle Toby's.

Soft-drink maker Berri supplies the sport drink Isosport, which is battling for share in that market segment with Coca-Cola's Powerade.

Berri also distributes Summit spring water as an AIS-endorsed product, which again goes head-to-head with Coke's Mount Franklin spring water brand.

Also named as a principal sponsor is food group Nestle. Unilever is the official Olympic sponsor.

In fact, the only Olympic sponsor that makes the AIS principal sponsor list is Ansett.

Now, none of this could by any stretch of the imagination be designated as ambush marketing.

But it is smart marketing to try and drum up a sporting link in an Olympic year.

Expect many more companies to try it.

mcguirem@matp.newsltd.com.au

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

151 of 1000 DOCUMENTS

The Australian

August 25, 2000, Friday

Parasites take their places for the Olympic piggyback event / GAME PLAN

BYLINE: Michael McGuire**SECTION:** FINANCE; Pg. 38**LENGTH:** 684 words

Companies aligning themselves with the Games must be clever, not crass

AMBUSH marketing is one of the big naughty words associated with the Olympics. There is a perception that ambush equates with dirty and underhand -- that there is something sordid about the process.

The only thing worse than ambush at the Olympics is drugs at the Olympics. It really is that serious. To some, anyway.

But there is also a feeling that any ambush will be huge and obvious.

Most of this expectation stems from the **Nike** experience at Atlanta, which is widely regarded as the benchmark for all ambush efforts.

The story of **Nike** and Atlanta became the business story of the 1996 Games, and the size, nature and sophistication of the ambush has only become bigger in the intervening years.

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mcguirem@matp.newsltd.com.au

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

152 of 1000 DOCUMENTS

St. Petersburg Times (Florida)

September 15, 2000, Friday, 3 Early Tampa Edition

Tiger set to sign a \$ 100M Nike deal**SOURCE:** Compiled from Wire Reports**SECTION:** SPORTS; Pg. 11C**LENGTH:** 467 words

Fresh off his record-breaking summer of golf, Tiger Woods is on the verge of signing a \$ 100-million endorsement contract with **Nike** believed to be the richest in sports, the Associated Press has learned.

Mark Steinberg, his agent at IMG, declined to discuss specifics of the deal on Thursday, only to say it was an "outstanding contract."

"We are within days of a signature," he said.

"It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports."

Woods' previous contract with **Nike** was said to be \$ 40-million over five years. He was used heavily in their advertisements and established his own line of clothing and shoes.

Nike Golf president Bob Wood described the contract as "pretty creative."

"It's not often you get a chance to work with somebody who's the best in the world at what they do," he said. "Working with and being associated with Tiger Woods has created an incredible amount of positive energy about **Nike** Golf and **Nike**."

While Wood also declined to discuss contract details, he did say the amount was partly tied to sales.

Woods has represented **Nike** since turning professional in 1996. In just four years, he has won all four major championships, becoming, at 24, the youngest player to do so. He set the scoring record in each of them, and he has attracted a record number of TV viewers just about every week.

With three tournaments still to play, his nine victories this year are the most in one PGA Tour season since 1950, and he is on pace to shatter the all-time season scoring average set by Byron Nelson in 1945.

In June, he gave **Nike** a huge lift when he switched to the **Nike** Tour Accuracy ball. He went on to win the U.S. Open at Pebble Beach by 15 strokes, the largest winning margin in the 140-year history of major championship golf.

Woods devotes a substantial amount of time to **Nike**, and the Beaverton, Ore., company has used him effectively in their TV ads.

PUGA IS AMATEUR CHAMP: Greg Puga, a caddie at an exclusive California country club, became the youngest

Tiger set to sign a \$ 100M Nike deal St. Petersburg Times (Florida) September 15, 2000, Friday, 3 Early Tampa Edition

winner in the 20-year history of the U.S. Mid-Amateur on Thursday with a 3-and-1 victory over a faltering Wayne Raath at Hot Springs, Va.

Puga was 2-down after the front nine but caught the 25-year-old South African by making a critical 10-foot par putt on the 10th, a birdie on the 11th and a par putt on No. 12 when Raath drove into a lateral hazard.

FALDO, JAMES "CLEAR THE AIR': Nick Faldo and Mark James agreed to a truce in their Ryder Cup feud that has lasted nearly four months.

"We've cleared the air, and I think it's the end of the matter," James said after a clubhouse discussion with Faldo at the Lancome Trophy event, in which both are playing.

"We agreed there are two sides to every argument, but we've cleared the air."

LOAD-DATE: September 18, 2000

LANGUAGE: ENGLISH

GRAPHIC: BLACK AND WHITE PHOTO, Associated Press; Los Angeles caddie Greg Puga hits his ball out of a rough at the U.S. Mid-Amateur at Hot Springs, Va. He won the event.

TYPE: DIGEST

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WALL STREET JOURNAL

March 10, 2000, Friday

OVERSEAS SUPPLIERS TO US BRANDS THRIVE; TAIWAN MAKER OF NIKES OUTDOES CUSTOMER

BYLINE: BY JON E HILSENATH

SECTION: Section A; Page 11, Column 3

LENGTH: 43 words

Shifting to production of casual shoes has allowed Yeu Yuen Industrial (Holdings) Ltd (Hong Kong), owned by Tsai family of Taiwan, to stay profitable while its main customer, **Nike** Inc (US), has suffered amid decline in demand for athletic shoes; graphs (M)

LOAD-DATE: March 10, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

GRAPHIC: Graph

Copyright 2000 The New York Times Company: Abstracts

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The Advertiser

October 4, 2000, Wednesday

Nike ends contract

SECTION: FOREIGN; Pg. 31

LENGTH: 61 words

PHNOM PENH: US sportswear giant **Nike** has terminated its contract with a Cambodian factory after finding it used child labor, a **Nike** official said yesterday.

It was the second such action by a major purchaser in Cambodia's \$1.3 billion-a-year garment export industry. **Nike** dropped June Textiles after it found at least one under-aged girl had been employed.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Express

September 5, 2000

OLYMPIC ATHLETES ARE URGED TO SET FOOT IN **NIKE'S** ASIAN 'SWEATSHOPS'

BYLINE: FROM ROHAN SULLIVAN IN SYDNEY

LENGTH: 233 words

OLYMPIC athletes were yesterday urged to visit **Nike** factories in Indonesia which have allegedly been exploiting workers.

Activists released a report on the sportswear giant which documents claims of intimidation and harassment of workers - particularly women - in companies contracted to make **Nike** shoes.

The Oxfam Australia-Community Aid Abroad report said workers were threatened with violence if they tried to join unions. Union members were also allegedly fired for small mistakes and women were intimidated into not applying for leave by having to undergo humiliating medical examinations.

Jim Keady, a football coach who resigned from the US St John's University over his refusal to wear **Nike** products, said athletes should experience the conditions of workers in Indonesia. He is suing **Nike** over his "forced" resignation.

He spent August in a slum in Indonesia trying to live on the wage of a **Nike** worker - about 80p a day. "You can survive, but you cannot live on that," Keady said. "It's a starvation wage."

Workers were "flabbergasted" when they discovered how much athletes were paid for endorsements, he said. "They begged us to bring these athletes to their homes to see how they are forced to survive," he said. **Nike** said it had undertaken to raise wages and had improved conditions. "We uphold the Olympic ideal of human dignity," a **Nike** spokesman said.

LOAD-DATE: September 5, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

Copyright 2000 EXPRESS NEWSPAPERS

158 of 1000 DOCUMENTS

The Daily Telegraph (Sydney, Australia)

June 7, 2000, Wednesday

Nike must pay union

SECTION: LOCAL; Pg. 12

LENGTH: 123 words

SPORTSWEAR giant **Nike** yesterday admitted it breached the Clothing Trades Award and agreed to pay the textile workers' union \$15,000 in penalties.

The company reached a settlement with the Textile Clothing and Footwear Union after the union brought proceedings against it in the Federal Court.

In consent orders read to the court, **Nike** admitted breaching three sections of the award and agreed to pay the union \$5000 a breach.

The court heard that **Nike** failed to register with the Australian Industrial Relations Commission as a contractor.

It also failed to supply a list of subcontractors and other workers, which enables the union to check on workers' wages and conditions, for 12 months from February 1998.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Daily Telegraph (Sydney, Australia)

May 4, 2000, Thursday

Tiger risks Nike cash

BYLINE: CHRISTINE JACKMAN

SECTION: WORLD; Pg. 29

LENGTH: 273 words

NEW YORK: Tiger Woods put a \$US90 million (\$150 million) contract into jeopardy yesterday by choosing to join the ranks of striking minor actors instead of shooting a Nike commercial.

Nike was due to shoot the latest ad in a popular series starring the golfing prodigy when Woods announced he was supporting the Screen Actors Guild's campaign to get better pay for commercials.

There is a strike going on and we're abiding by it, his agent Mark Steinberg said.

Woods' sponsorship deal with Nike is being renegotiated at present, with industry commentators predicting he could easily earn up to \$US90 million over five years.

The extraordinary popularity of his ads, particularly one in which he expertly bounces a golf ball off a club head, ensures Nike will probably not complain too loudly about Woods' no-show at the scheduled shoot at Islesworth Country Club, his home course near Orlando, Florida.

But the company was clearly concerned the ad, which it had hoped to release on June 15 to coincide with the start of the US Open, would not be finished in time.

Nike spokesman Mike Kelly said it was unclear when

Woods would be available for

a new shoot.

"The last I heard it was to be rescheduled," Mr Kelly said.

"Tiger's schedule is pretty hectic so it's hard to say.

"It may be a couple of months, it may be a couple of weeks."

Woods' move ensured the strike, which involves 135,000 actors but so far has attracted limited attention, was thrown into the headlines.

"We deeply appreciate the support of this international superstar," SAG spokesman Greg Krizman said.

--CHRISTINE JACKMAN

Tiger risks Nike cash The Daily Telegraph (Sydney, Australia) May 4, 2000, Thursday

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Hobart Mercury (Australia)

August 29, 2000, Tuesday

Tiger tees up \$122m contract

SECTION: SPORT; Pg. 56

LENGTH: 148 words

WORLD No.1 golfer Tiger Woods has signed a new five-year contract with **Nike** worth a minimum of \$122 million.

A report on the Web site Tourinsider.com said Woods agreed to the deal after winning last week's US PGA Championship.

"Phil Knight, the co-founder of the **Nike** empire, is determined to build on the instant success of the new **Nike** ball, which Woods used for the first time competitively in Germany in May and has since won five times, including three major titles," wrote Web golf writer Bill Blighton.

"Woods was reported to have been paid \$122 million by **Nike** when he turned professional in 1996.

"But an inside source said: 'There were all sorts of figures being thrown around and it wasn't really in anybody's interests to deny them.

"This is a good deal for Tiger and a good deal for **Nike** -- they have already proved to be a hugely successful team'."

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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Hamilton Spectator (Ontario, Canada)

May 12, 2000 Friday Final Edition

Nike to offer high-tech gear

SOURCE: The Spectator

SECTION: TECHNOLOGY; Pg. B04

LENGTH: 752 words

DATeline: BEAVERTON;ORE.

BEAVERTON, Ore. -- Sneaker and sportswear marketer **Nike** Inc. is diversifying into high-tech sports gear to offer devices for athletes like a digital audio player and heart-rate monitoring devices.

The athletic-shoe maker has created a division called **Nike** Techlab after several years of study.

"Keeping the athlete in mind, Techlab will pioneer products that fuse sports and technology for the benefit of today's digital athlete," said Clare Hamill, vice-president of **Nike** Equipment.

The first of five new products is a digital audio player that will be in retail stores in July and was produced in collaboration with S3's Diamond Multimedia division -- the makers of Rio Audio digital players.

Nike said four other products would be in stores for the Christmas holiday season, including real-time speed-distance and heart-rate monitoring devices, a digital compass and hand-held sport communication products.

Intel warns of defective parts

SAN JOSE, Calif. -- Intel Corp., the world's largest chipmaker, said Wednesday it shipped nearly one million computer circuit boards that could contain a defect that destroys important files. Shares fell 4 per cent on the news.

The Santa Clara-based company sells a variety of parts that go into a computer, including the motherboard, the primary component on which the processors, main memory and support circuitry rest.

Some motherboards shipped since November have a defective "memory translator hub" that experiences problems in moving signals between a cheaper form of random access memory called SDRAM and the 820 Intel processor, said spokesman Michael Sullivan.

Electrical problems "can cause some systems to intermittently reset, reboot and/or hang," Intel said in a statement, and "can under extreme conditions, potentially cause data corruption." Intel said it would replace the affected motherboards.

The motherboards were shipped to a variety of computer manufacturers, including major customers such as Dell Computer Corp. and Compaq Computer Corp.

Firm expands to New England

SALEM, N.H. -- Cisco Systems Inc. plans a major expansion into New Hampshire that could bring 2,500 new jobs into the northeastern U.S. state.

The Internet network equipment provider said it has agreed to buy about 45 hectares and a building in Salem near the Massachusetts border for a New England equipment manufacturing Centre.

The move is part of Cisco's plans for expansion and substantial growth in New England, and closely follows word that the company is opening a research centre in Massachusetts.

"The tremendous demand for Internet technology, specifically the growth in optical network solutions, has created the need for this most recent expansion in manufacturing", said Carl Redfield, senior vice-president of manufacturing.

The new centre will be used to test and assemble products and distribute them worldwide. The company said up to 2,500 jobs will be created within the next five years.

Weak U.S. dollar cuts profit

TOKYO -- Matsushita Electric Industrial Co. says that its group operating profit fell 18 per cent last year because of a weaker U.S. dollar and a worldwide fall in prices.

The maker of National and Panasonic consumer electronics products reported operating profit of \$1.45 billion for the year ended March 31. That's down from \$1.77 billion last year.

Sales slid 4.5 per cent to \$66.7 billion.

Japanese exporters' results remain tied to exchange rate fluctuations. Recently, Sony Corp. said the dollar's decline against the yen was a major reason for the 31 per cent decline in its group operating profit for the year that ended March 31.

Matsushita said one dollar bought an average of 113 yen in the year that ended March 31, less than the 128 yen in the previous year. A weaker U.S. dollar hurts profits when companies exchange greenbacks earned overseas for yen.

More losses for Telesystem

TORONTO -- Telesystem International Wireless Inc. widened its losses in the first quarter as the company spent heavily to expand its international cell phone network.

The Montreal-based mobile phone operator reported it had a net loss of \$113.9 million US in the period, compared with a loss of \$81.6 million last year. The per-share loss rose to \$1.51 from \$1.13. However, consolidated revenues increased to \$169.5 million from \$128.3 million, and total cell phone subscribers hit more than 2.5 million, almost double the customer base last year.

-- Spectator wire services

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

TYPE: Brief

164 of 1000 DOCUMENTS

Calgary Herald (Alberta, Canada)

June 22, 2000, Thursday, FINAL

Nike targeted

BYLINE: Herald News Services

SECTION: Sports; D12

LENGTH: 102 words

DATELINE: BEAVERTON, Ore.

The **Nike** corporate Web site was taken over by hackers who replaced the content with a message about "inequality" of the global economy.

A Web page posted by a group calling itself "s11" appeared Wednesday when the www. **nike**.com address was requested.

The page says that "global justice is coming -- prepare now," and includes a "call to action" at the "World Economic Forum 2000" on Sept. 11-13 in Melbourne, Australia.

Nike has faced repeated criticism by student and labour rights groups for years over conditions at its factories overseas, especially in Asia and Latin America.

LOAD-DATE: June 22, 2000

LANGUAGE: ENGLISH

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Contra Costa Times (California)

November 9, 2000 Thursday FINAL EDITION

TIGER'S BALL GOES PUBLIC IN MARCH**SECTION:** SPORTS; Pg. C09**LENGTH:** 595 words

Times staff and wire reports

BEAVERTON, Ore. **Nike** announced it will begin selling the golf ball Tiger Woods uses in competition next March.

The **Nike** Tour Accuracy TW golf ball, which the 24-year-old began playing in June, will have a cover and core about 5 percent harder than the Tour Accuracy TA ball, which debuted in May. Otherwise, the two golf balls will be the same, **Nike** said.

Nike said in August that Woods, the world's top-ranked player, didn't use the same golf ball company advertising claimed. The nonprofit group Public Remedies Inc. sued in U.S. District Court in San Francisco alleging **Nike** was misleading consumers in ads for the Tour Accuracy ball.

"We think there's going to be a lot of curiosity among golfers of all skill levels to play the same golf ball Tiger Woods plays," said Bob Wood, president of the **Nike** Golf division. "It'll work best with someone with a pretty high swing speed or an angle of attack that puts a lot of spin on the ball."

PGA Tour qualifying

JACKSON, Miss. Second-round play was suspended due to rain in a Stage II qualifier at Colonial Country Club. Kris Cox held a two-stroke lead after shooting 64 the first day. Brentwood's Steve Woods shot a 72. The top 23 will advance to the finals, set for Nov. 29-Dec. 4 at PGA West in La Quinta.

Senior PGA qualifying

RIO RICO, Ariz. Vallejo's Ron Parsons shot a 1-under 71 to move into a tie for 12th place in a regional qualifier at the Rio Rico Resort course. Parsons, a former Oakley resident who has made it to the finals three years in a row, trailed leader Rod Murry (70-142) by four shots. Pleasant Hill's Gary Vanier was at 75-148, Walnut Creek's Sandy McCall was at 77-151, and Clayton's Bob Boldt was at 81-160. The top 14 will advance to the finals, Nov. 28-Dec. 1 at Eagle Pines GC in Orlando, Fla.

* CALIMESA Danville's Jack Berube shot a 91 Tuesday in the first round of a Senior PGA qualifier at PGA of Southern California Golf Club. John Schroeder held a four-shot lead over three players after shooting a 70. Second-round results were not available. The top 13 will advance.

Elsewhere

PATTERSON Auburn's Shawn Kelly shot 5-under 67 to win the Northern California Open by two shots over Pleasanton's Dean Vomacka (68-215) and Los Altos' Brad Martin (68-215). Kelly began the tournament with a 78 but

TIGER'S BALL GOES PUBLIC IN MARCH Contra Costa Times (California) November 9, 2000 Thursday FINAL
EDITION

was 9 under the final two rounds to finish at 3-under 213. Alameda's Dong Yi won the amateur division title (71-217). He tied for seventh overall.

* OJAI Antioch's Bob Heaton and Campolindo High School graduate Randy Haag earned two of four victories for the Northern California Golf Association, but Southern California managed to rebound from a 12 1/2-11 1/2 deficit for a 24-24 tie in the Seaver Cup Matches at Ojai Valley Inn and Spa.

Heaton beat Redlands' Ted Lyford 2-1, and Haag beat Los Angeles' Greg Puga 2 1/2- 1/2. Danville's Jim McMurtrey lost to California State Senior champ Mike Riley of San Diego 3-0. Although he lost, Puga (the reigning U.S. Mid-Amateur champ) rolled in a 6-foot birdie putt on the final shot of the day to earn the decisive half-point in the biannual event.

* PLEASANTON Despite shooting 79, Dana Ebster (148) maintained her four-shot lead over Kim Qually Olds after the second round of the Players West Tour Invitational at Castlewood Country Club. Local results: Jue Tanaka 81-161; Tricia Olson 84-163; Stephanie Hayes 89-166.

* CARMEL Defending champion Lynn Cowan beat J.J. Mink 5 and 4 in the second round of the California Women's Amateur Championship at The Golf Club at Quail Lodge.

LOAD-DATE: February 5, 2002

LANGUAGE: ENGLISH

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Edmonton Journal (Alberta)

September 15, 2000 Friday Final Edition

Tiger close to \$100M Nike deal

SOURCE: The Edmonton Journal

SECTION: Sports; Pg. D6

LENGTH: 148 words

DATELINE: New York

Fresh off his record-breaking summer of golf, Tiger Woods is on the verge of signing a \$100-million US endorsement contract with **Nike** believed to be the richest in sports, The Associated Press has learned.

Mark Steinberg, his agent at IMG, declined to discuss specifics of the deal on Thursday, only to say it was an "outstanding contract."

"We are within days of a signature," he said.

"It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports."

Woods' previous contract with **Nike** was said to be \$40 million US over five years. He was used heavily in their advertisements and established his own line of clothing and shoes.

A source close to the negotiations, speaking on condition of anonymity, described it as the "largest contract in sports marketing history," worth about \$100 million US over five years.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: Sports; Brief

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The Vancouver Province (British Columbia)

September 5, 2000 Tuesday Final Edition

Nike 'still exploiting'

SOURCE: News Services

SECTION: News; World News; Pg. A9

LENGTH: 99 words

DATELINE: SYDNEY

SYDNEY -- Olympic athletes were urged yesterday to visit **Nike** factories in neighbouring Indonesia that "exploit workers." A report by Community Aid Abroad-Oxfam Australia said workers were threatened with violence if they tried to join unions; union members were fired for small mistakes and women were intimidated into not applying for leave by being required to face humiliating medical examinations.

"**Nike** has been pushing the line that it has reformed its human-rights practices," an Oxfam spokesman said. "The truth is that (there has been) only very minor and grudging reforms."

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

TYPE: Brief; News

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Belfast News Letter (Northern Ireland)

October 18, 2000, Wednesday

PUT A SPRING IN YOUR STEP

SECTION: NEWS; Pg. 11

LENGTH: 62 words

NIKE is launching high-tech trainers called **Nike** Shox that put a springs in your step. On sale in the US next month, they are about pounds 100 a pair.

Nike Shox feature spring-like columns in the heels made from resilient foam, similar to that used in the noses of Formula One racing cars.

The springs produce a "trampoline-style" effect, **Nike** claims.

LOAD-DATE: October 18, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Advertiser

September 27, 2000, Wednesday

The Olympics Day 12; Nike cashes in on Cathy

SECTION: NEWS; Pg. 7

LENGTH: 97 words

IT only took 15 minutes for marketing executives to begin cashing in on Cathy Freeman's Olympic gold medal win in the 400m on Monday night.

Within three hours of her win, 220 **Nike** billboards around Sydney had been changed to reflect the gold medal performance.

"Cathy Freeman, official sponsor of joy to the Sydney 2000 Olympics," the new posters declared across a photo of a triumphant Freeman who is married to US **Nike** executive Sandy Boedecker.

New **Nike** television advertisements will go to air on Channel 7 tonight, as the hype surrounding the victory continues.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Australian

June 21, 2000, Wednesday

Freeman 'used' in Nike ad

BYLINE: CLAIRE HARVEY

SECTION: LOCAL; Pg. 4

LENGTH: 245 words

ABORIGINAL leaders have accused sportswear giant Nike of cashing in on the reconciliation debate with an Olympic advertising campaign featuring sprinter Cathy Freeman.

Aboriginal Development Council chairwoman Lowitja O'Donoghue and National Sorry Day chairwoman Audrey Kinnear attacked Nike's latest "Sorry" television advertisement, in which Olympians including marathon runner Steve Moneghetti apologise for spending time away from their families at training.

She said Freeman had been "used" in the campaign.

"It's very distasteful and insensitive of Nike to use Cathy as an indigenous person; I can see a lot of our people will be hurt by the fact that she's been used this way," Ms Kinnear said.

"It makes me really upset. These ads trivialise the whole reconciliation process ...

"Nike is capitalising on our Sorry."

Ms O'Donoghue said she was offended by the advertisement, which first screened on June 11, two weeks after thousands of Australians said sorry to the stolen generations at Corroboree 2000.

"Of course it was a reference to our Sorry," she said. "It's far too much of a coincidence."

In the advertisement, Freeman turns to the camera and mouths the words: "Can we talk about this later?"

Nike Australia marketing director Brent Scrimshaw said there was no subtext.

"It is in no way our intention to use Cathy in that way or for Nike to gain any commercial benefit from the reconciliation debate," Mr Scrimshaw said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

171 of 1000 DOCUMENTS

The Australian

June 21, 2000, Wednesday

Freeman 'used' in Nike ad

BYLINE: CLAIRE HARVEY

SECTION: LOCAL; Pg. 4

LENGTH: 245 words

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

172 of 1000 DOCUMENTS

The Times (London)

February 9, 2000, Wednesday

Nike drops Pounds 940m

BYLINE: Adam Jones

SECTION: Business

LENGTH: 129 words

MORE than Pounds 940 million was wiped from the stock market value of **Nike** yesterday morning when the sportswear giant said profits would be lower than estimates (Adam Jones writes).

The shares lost 19 per cent even though the company said earnings per share are likely to rise by at least 20 per cent in 2000. Profit growth in 2001 is expected to be slower. American sportswear shops are having to close stores and cut back on retail space, affecting orders for **Nike** shoes and clothes. The chain Just For Feet, a big customer, has filed for bankruptcy protection.

Nike is also being punished by the strength of the dollar against the euro. The company's shares were trading as high as \$ 58.75 last October, but closed at \$ 36.69 in New York last night.

LOAD-DATE: February 9, 2000

LANGUAGE: ENGLISH

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The Vancouver Province (British Columbia)

June 2, 2000 Friday Final Edition

Factory data on website

SOURCE: Associated Press

SECTION: Money; Pg. A37

LENGTH: 96 words

DATELINE: BEAVERTON, Ore.

BEAVERTON, Ore. -- **Nike** posted audits of its North American factories on its website yesterday as part of the athletic shoe and clothing maker's efforts to show it is working to improve conditions and guard labour rights around the world.

Calling the effort Transparency 101, the site lists information about 53 factories that PricewaterhouseCoopers audited in the past year, summarizing problems auditors found in 14 categories.

The largest problem appeared to be health and safety standards in 24 U.S. factories and eight Mexican factories under contract to **Nike**.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

TYPE: Business

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The Evening Standard (London)

May 18, 2000

New balls but Tiger finds bogey trouble

BYLINE: David Smith**SECTION:** Pg. 88**LENGTH:** 355 words

TIGER WOODS today added a new ball to his armoury and immediately walked into trouble both on and off the golf course.

Woods used his defence of the £1.6 million Deutsche Bank-SAP Open TPC of Europe Championship at Gut Kaden to play a **Nike** ball for the first time.

It was only in January that the world No 1 began a new five-year contract with Titleist, reported to be worth £6m to use that company's clubs and balls.

Titleist officials were staying tight-lipped over Woods' unexpected switch but it is thought the 24-year-old American had a clause in the new deal that enabled him to terminate it at short notice.

However, **Nike** celebrations over a boost to their association with Woods - he is playing here with **Nike** signature 'swooshes' on his cap, sweater, glove and shoes - were cut short as he bogeyed his two opening holes.

That was hardly the sort of golf **Nike** might have expected from a player who is shortly expected to sign a new agreement at least doubling value of the five-year, £24m deal he accepted when he turned professional in 1996.

The business of selling golf balls to the public is a lucrative one and **Nike** have entered the market with a strong promotional push that included signing up Open champion Paul Lawrie to endorse their new product.

But Woods would be the biggest capture of them all. Bob Wood, president of **Nike** Golf, said: "Golf is a business where it's tough on the equipment side to break through. For him to play our product says a lot about it.

The thing about Tiger is he's completely about winning."

Alas, Woods looked anything but a winner on a chilly morning. His opening tee shot at the par four 10th found clawing rough and his recovery scattered spectators.

Then he could only advance the ball five yards out of even deeper rough, leaving 30 yards between him and the pin which he negotiated in two for a bogey five.

At the next hole he hit over the green and when his wedge at the pin fell short Woods slammed the club into his bag in anger at the poor start which left him five shots behind early pacesetter Michael Jonzon of Sweden.

New balls but Tiger finds bogey trouble The Evening Standard (London) May 18, 2000

LOAD-DATE: May 19, 2000

LANGUAGE: English

GRAPHIC: NO PRIZES FOR GUESSING WHO'S BACKING TIGER

PUB-TYPE: Paper

Copyright 2000 Associated Newspapers Ltd.

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The Straits Times (Singapore)

Nike Shox aims to put the spring back in your step

October 2, 2000

HIGH-TECH SPORTS EQUIPMENT

Latest range of shoes incorporates high-density, durable foam used to cushion Formula One race-car engines

THE highly-resistant foam used to cushion Formula One race-car engines is what sporting giant **Nike** has placed in its new range of sports shoes.

Apart from controlling impact, **Nike** claims the shoes -called **Nike** Shox -will put the spring back into your step.

The breakthrough, in the form of four columns at the heel of each shoe, placed between two thermoplastic plates, is the result of more than 16 years of research and testing.

Said **Nike** sports-research laboratory director Mario Lafortune: "**Nike** Shox is the most tested piece of footwear technology to come out of the lab."

The columns are made of a type of high-density, durable foam.

Speaking to reporters in Tokyo, he added: "Just like the suspension system of a car, the columns are the suspension system for the athlete.

"They make the difference between landing on concrete and landing on a small trampoline."

But the company has not discarded its **Nike** Air technology either. The famous cushioning system is in place in the sole of the shoe.

There are three types of shoes, for both men and woman -running, cross-training and basketball.

The columns in the running and cross-training shoes collapse quickly to slow the foot, then expand back to original height to propel the foot.

For basketball players, on the other hand, the columns turn inwards so that the wearer has more stability.

Although the shoes are yet to be released to the mass market, observant viewers may have already seen them on the feet of Olympic athletes like "Slam Dunk King" Vince Carter of the United States basketball team.

But when does sporting gear cross the line from enhancing an athlete's performance to giving him an unfair advantage?

Said **Nike's** Divisional Vice President and Global Brand Director of Running Juliet Moran: "That's an interesting challenge. And I think the lines are becoming a little more blurred."

"We're trying to create products which do not interfere with what your body is trying to achieve, by eliminating injury, for example."

The Straits Times (Singapore) October 2, 2000

The shoes will be available here by the end of the year, and will cost about US\$ 150 (S\$ 255).

SECTION: Tech & Science; Pg. 43

LENGTH: 379 words

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

GRAPHIC: It is the most tested footwear, says **Nike of Nike** Shox.

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Coventry Evening Telegraph

April 6, 2000, Thursday

TRIPPED SURGEON SUES

SECTION: NEWS; Pg. 3

LENGTH: 73 words

A NEW YORK orthopaedic surgeon has sued **Nike** for pounds 7million, saying shoes made by the sportswear giant tripped her and caused serious permanent injuries.

According to Dr Deborah A Fary-niarz's lawsuit, her shoelace hooked around the back of the trainer..

The lawsuit alleged that **Nike** knew before she was injured that the **Nike** Certitude Cross-trainers were dangerous but failed to fix them.

Nike would not comment.

LOAD-DATE: April 7, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Australian

May 3, 2000, Wednesday

On your bike, says Nike founder

SOURCE: * AP

SECTION: FEATURES; Pg. 33

LENGTH: 258 words

NIKE founder Phil Knight will make no further donations to his alma mater, the University of Oregon, because of its membership in a student-driven labour rights organisation that has criticised **Nike**.

"**Nike** will honour its contractual commitment. But for me ... there will be no further donations of any kind to the University of Oregon. At this time, this is not a situation that can be resolved," he said. "The bonds of trust, which allowed me to give at a high level, have been shredded."

Mr Knight said he had given \$US50 million (\$83 million) to the university -- \$US30 million for athletics and \$US20 million for academics.

University president David Frohnmayer said he was disappointed.

"I still hope to speak with him in person and look forward to working with him in the future," he said in a statement.

Labour practices at factories under contract to **Nike** around the globe have come under criticism from several universities.

Knight said he was shocked to learn on April 14 that the university had joined the Workers Rights Consortium. **Nike** supports another group, the Fair Labor Association, in the fight against sweatshop labour.

At issue is who will monitor labour standards at the factories.

Businesses largely support the association, which allows them a greater say in how monitoring is conducted and putting limits on the release of inspection results. The association also gives businesses strong representation on its board.

Student activists, however, support the independent consortium.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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May 3, 2000, Wednesday

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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Daily News (New York)

May 11, 2000, Thursday**THE TICKER **NIKE** IN HIGH-TECH GEAR****SECTION:** BUSINESS; Pg. 71**LENGTH:** 403 words

Sneaker and sportswear marketer **Nike** is diversifying into high-tech sports gear after several years of study and has created a division called **Nike** Techlab.

The first of five new products to be offered is a digital audio player that will be in stores in July and was produced in collaboration with S3's Diamond Multimedia division - the makers of Rio Audio digital players.

Nike said four other products would be in stores for the Christmas holiday season, including real-time speed-distance and heart-rate monitoring devices, a digital compass and handheld sport communication products. 3M for misleading clients Dreyfus, the mutual fund unit of Mellon Financial, agreed to pay almost \$3 million to settle charges by the Securities and Exchange Commission and New York Attorney General Eliot Spitzer that the firm misled investors about the performance of one of its mutual funds.

The SEC accused Dreyfus of inflating the first-year returns of its Aggressive Growth Fund and failing to properly oversee trades by the fund's former manager, Michael Schonberg.

Dreyfus will pay \$950,000 to the SEC and will contribute \$1.6 million toward investor education programs at the State University of New York. The firm also will pay \$400,000 to cover the cost of New York's investigation. Schonberg will pay the SEC \$50,000 and agreed to a nine-month suspension that bars him from working for any investment adviser. Time for some changes Henry Muller, Time Inc.'s editorial director, will become an editor at large beginning Oct. 1. In that capacity, Muller will write for various Time Inc. magazines, according to Time Inc. editor in chief Norman Pearlstine.

Also, Isolde Motley, most recently managing editor of Life magazine, will become corporate editor of Time Inc. and will work directly with Pearlstine on a number of editorial projects. Crazy Eddie retribution Shareholders in the failed Crazy Eddie electronics chain should get \$72.7 million from three of the company's principals who engaged in stock fraud, Federal Judge Harold Ackerman has ruled.

Investors lost at least \$145.9 million when Crazy Eddie collapsed in 1987 in one of the nation's largest swindles.

If collected, the \$72.7 million would be in addition to \$120 million they already have received in compensation, most of it from bank accounts that founder Eddie Antar kept around the globe.

LOAD-DATE: May 11, 2000**LANGUAGE:** ENGLISH

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The Evening Standard (London)

January 7, 2000

Toxins scare over German Nike kit

SECTION: Pg. 4

LENGTH: 195 words

SPORTS goods manufacturer **Nike** moved to reassure parents today after reports that some of its football shirts were laced with a toxic chemical used in anti-barnacle paint on ships.

Nike, which makes the Arsenal shirt worn by many youngsters in London, said it was carrying out its own tests and there was no need for panic. Fears were raised over the safety of the **Nike**-made shirts of German side Borussia Dortmund after a German TV show commissioned tests on the kit and reported its findings earlier this week.

The show claims the shirts contain a chemical used on the bottom of sea vessels but also used to kill bacteria and quell the stench of excessive sweating.

British and Dutch tests have shown that Tributyltin or TBT can cause mutations in marine snails and the World Wildlife Fund is calling for its global ban.

At high levels in humans, it is believed to cause neurological problems, damage the immune system and harm the liver, said Juergen Kundke, a scientist with a German institute for consumer health.

But a **Nike** spokesman said initial testing failed to detect any TBT in the shirts, although further tests were necessary.

LOAD-DATE: January 17, 2000

LANGUAGE: English

PUB-TYPE: Paper

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San Jose Mercury News (California)

April 28, 2000 Friday MORNING FINAL EDITION

NIKE PULLS OUT OF DEAL WITH MICHIGAN UNIVERSITY

BYLINE: From the Associated Press, Bloomberg News and Reuters

SECTION: BUSINESS; Pg. 2C

LENGTH: 97 words

Nike Inc. said Thursday that it has terminated negotiations on the renewal of a six-year, multimillion-dollar licensing agreement with the University of Michigan. University President Lee Bollinger accused the company of retaliating against Michigan for its involvement with the Worker Rights Consortium, a student-driven coalition of schools demanding that **Nike** provide better labor conditions for overseas workers. Last week, **Nike** Chairman Phil Knight withdrew plans to donate \$30 million to his alma mater, the University of Oregon, after that school joined the consortium.

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: Business News

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New Straits Times (Malaysia)

October 8, 2000

Nike organise tourney to attract more youths

BYLINE: By Glen Peters

SECTION: Sport; Pg. 42

LENGTH: 320 words

BASKETBALL enthusiasts will have a chance to pit their skills in the **Nike** three-on-three tournament at Plaza Alam Sentral in Shah Alam every Saturday from Oct 14-Nov 11.

The tournament will be contested in six categories for boys' - Under-18, Under-15, Under-12 - and the Under-16 and Open for the non-Chinese.

"We are organising this event to get more youths to take up the sport. Also, **Nike** has adopted' the court in Shah Alam and upgraded it, and will continue to maintain it so that the youths will have a proper safe place to play," said **Nike** sports marketing executive, Ng Swee Fong in Kuala Lumpur yesterday.

"The court in Shah Alam is the fifth court we have committed to maintain and changed it to a Play Zone'. The others are in Petaling Jaya, Tawau, Kuching and Johor Bahru."

Nike aims to promote the sport to all other races, besides the Chinese community, who are most dominant in the sport in Malaysia.

"With that in mind, the tournament will be held in Shah Alam because there are a lot of non-Chinese in that area," said Rock Sports representative, Khoo Chen Nan in Kuala Lumpur yesterday.

Rock Sports, along with Slam Dunk are also co-organisers of the tournament.

The entry fees for each team consisting four players are RM80. Each player will receive a **Nike** T-shirt, drinks, a free TM Net internet account and a internet training voucher.

All those competing will also have the option of buying **Nike** canvas basketball shoes at a cheaper rate of RM20, compared to the usual RM99.90 retail price.

Those interested can get further information or register online at www.dynamic.com.my. or call Yap Swee Sim at 019-2792990 or Chin Chee Wai

Nike organise tourney to attract more youths New Straits Times (Malaysia) October 8, 2000

at 012-2839388.

Closing date is on Oct 10 and entries must be sent to either Slam Dunk at G-23, Bukit Raja Shopping Centre Klang (tel: 03-33445782) or Rock Sports at Plaza Alam Sentral, Shah Alam (tel: 03-55132076).

LOAD-DATE: October 8, 2000

LANGUAGE: ENGLISH

GRAPHIC: Basketball.

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The Toronto Star

September 3, 2000, Sunday, Edition 1

OLYMPIC NOTEBOOK OLDEST OLYMPIAN OPENS VILLAGE

SECTION: SPORTS**LENGTH:** 489 words

Eddie Payne, at 93 Australia's oldest surviving Olympian, officially opened the athletes' village at the main Sydney Games site yesterday as the first 2,000 competitors took up residence.

Payne, who competed at the 1928 Amsterdam Games as a sprinter, broke down and cried in her wheelchair after welcoming the athletes and dignitaries.

The 2,000 athletes who arrived yesterday will be joined by about 8,000 more over the next 10 days prior to the opening ceremonies on Sept. 15.

Some 5,000 officials from 199 countries and the territory of East Timor will also be in residence. They will be looked after by a staff of 7,000.

The village, which cost \$350 million (U.S.), became the fifth-largest city in New South Wales when it opened. It has 1,000 houses and apartments in the same area as 13 venues that will stage 17 sports. Services available to athletes include a supermarket, post office, bank, florist, travel agency, medical centre and disco.

The village will become the Sydney suburb of Newington after the Games.

WALKER TESTS POSITIVE: A Chinese race walker has been kicked off the Olympic team after failing a drug test.

Liu Yunfeng, who was China's top prospect in the men's 20-kilometre walk, tested positive July 13, the official China Daily reported yesterday.

Liu's fate hinges on the result of tests on a second sample, the newspaper said. It did not name the drug found in Liu's first sample and did not say when the second result was expected.

NIKE UNDER FIRE: Sportswear giant **Nike** will be the target of protests in the days leading up to the Games.

The anti-**Nike** group NikeWatch said it will release a report tomorrow detailing workplace practices at **Nike's** Indonesian factories. The group says workers are earning as little as 40 cents an hour to make **Nike** products.

NikeWatch is planning events in Sydney, Melbourne, Perth and Adelaide and has planned a mock Olympic opening ceremony to publicize claims about **Nike's** poor workplace ethics.

Nike rejected the claim.

"They have the right issue, it's an honourable issue," Vada Manager, **Nike's** head of global issues, said yesterday. "Targeting **Nike**, though, is the wrong company."

SWOOPES JOINS HOOPS TEAM: Fresh off helping the Houston Comets win their fourth straight WNBA title, Sheryl Swoopes joined the U.S. Olympic women's basketball team for its game with Brazil and led the U.S. to a 75-53 victory yesterday in a key Games tuneup.

Swoopes, the WNBA's regular-season MVP, had 18 points and six rebounds. Lisa Leslie added 15 points, and Yolanda Griffith 13 as the United States made amends for one of only two losses in the past year.

Brazil, runner-up to the U.S. at the 1996 Atlanta Olympics, surprised the Americans 64-55 at home in March. The U.S. squad's only other defeat in 35 games dating to last September was to Tennessee.

WITH FILES FROM STAR WIRE SERVICES

LOAD-DATE: September 3, 2000

LANGUAGE: English

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Edmonton Journal (Alberta)

May 19, 2000 Friday Final Edition

Woods using Nike's balls

SOURCE: The Edmonton Journal

SECTION: Sports; Pg. D6

LENGTH: 97 words

DATELINE: Alveslohe, Germany

For the first time in 98 tournaments, Tiger Woods played golf on Thursday with a swoosh instead of a Titleist.

In the latest and loudest shot fired in the golf ball wars, Woods experimented with a **Nike** Golf ball in the first round of the Deutsche Bank Open.

"If he decides to switch, it's an earthquake," said Bob Wood, president of **Nike** Golf.

After a 2-under 70 left him three strokes out of the first-round lead, Woods said he has been experimenting with a version of the **Nike** Tour Accuracy the past few months while practicing at his home course outside Orlando.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: Sports; Brief

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Calgary Herald (Alberta, Canada)

September 15, 2000, Friday, FINAL

Woods, Nike near \$100-million deal

BYLINE: Herald News Services

SECTION: Sports; C6

LENGTH: 94 words

DATELINE: NEW YORK

Fresh off his record-breaking summer of golf, Tiger Woods is on the verge of signing a \$100-million US endorsement contract with **Nike** believed to be the richest in sports, The Associated Press has learned.

Mark Steinberg, his agent at IMG, declined to discuss specifics of the deal Thursday, only to say it was an "outstanding contract."

"It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports," he said.

Woods' previous contract with **Nike** was said to be \$40 million US over five years.

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

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Sydney Morning Herald (Australia)

September 27, 2000 Wednesday
Late Edition

Star sprinters' guards save beset **Nike** shop

BYLINE: Damien Murphy

SECTION: NEWS AND FEATURES; Pg. 3

LENGTH: 254 words

The bodyguards had been guarding US athletes Carl Lewis and Marion Jones at a Redfern youth club when they got the call: Sydney's **Nike** shop was under attack.

About 100 demonstrators had gathered outside the Icon sports shop in George Street yesterday for the city's first protest.

Fresh from Melbourne's S-11 protest, the Campaign Against Corporate Tyranny United in Struggle (CACTUS) was railing against the International Monetary Fund and the World Bank summit in Prague as the bodyguards took up positions outside the store's locked doors.

The proprietors had put up a notice saying "this store is independently owned and operated" but they forgot to take down the "authorised **Nike** dealer" sign.

On the megaphone, Socialist Worker editor Ms Alison Stewart harangued passersby and exhorted the protesters to march and march they did: down George Street to the Westpac Bank, up Martin Place to Commonwealth Bank, into the Domain to regroup and then gather in Macquarie Street outside Parliament baying "shame Carr shame".

Police let the march roll on, holding up commuter traffic until protesters peeled off down Phillip Street to gather outside the prime ministerial offices.

A charge through the open plate glass doors caught police by surprise and a brief brawl followed as protesters were repulsed by extra officers.

Inspector Dave Darcy, who was commanding the police, said: "There has been a tradition of non-violent protests in Sydney but a few blow-ins have changed all that. Pushing cops into plate glass windows is not on."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Mirror

September 6, 2000, Wednesday

FOOTBALL: JUST DO IT, FERGIE - **NIKE** WANT ALEX TO JOIN UP WITH THEIR DREAM TEAM

BYLINE: Alan Nixon

SECTION: SPORT; Pg. 41

LENGTH: 372 words

SIR ALEX FERGUSON is being head-hunted by sportswear giants **Nike** to become their football ambassador - on a massive contract.

Talks between the Manchester United boss and the American-based company are at an advanced stage and Ferguson may sign a deal shortly.

Ferguson has been targeted by the firm as the ideal man to front their push for top football contracts with clubs and players worldwide.

He revealed he is considering one highly- lucrative job offer to United shareholders after being pursued by dozens of top companies.

He said: "I've got a lot of offers already. One of them is really staggering. It would be a four-year contract for a huge amount of money and would involve a lot of travelling."

The salary being discussed is around pounds 1million-a-year on a four-year contract with VIP expenses, and the possibilities of bonuses are endless.

And **Nike** may even be willing to offer Ferguson the job on a 'part-time' basis, leaving him to keep other interests in football and horse racing. However, it would too demanding for Ferguson to work at United in a significant capacity, and would be the end of that association if **Nike** are successful.

Ferguson is still intent on retiring from Old Trafford when his present contract runs out in two years.

Despite United's new chief Peter Kenyon claiming that he would like him to stay, talks with **Nike** are progressing well.

FOOTBALL: JUST DO IT, FERGIE - NIKE WANT ALEX TO JOIN UP WITH THEIR DREAM TEAM The Mirror
September 6, 2000, Wednesday

Ferguson would be **Nike's** football equivalent of Tiger Woods, the world's finest golfer who is synonymous with their products.

Ironically, United are with major rivals Umbro, a deal that **Nike** have coveted for years only to fall foul of a 'special relationship' between club and company.

But now the fight is between United and **Nike** for Ferguson's services.

As well as revealing aspects about his own future, Ferguson revealed how the club plan to tempt the game's best players to United by offering shares in the world's richest club.

They plan to introduce a share saver scheme in an effort to counter the incredible wages available in Italy and Spain.

Instead of paying players pounds 100,000-a-week they would be give the opportunity to buy shares in the world's richest club at a special rate.

LOAD-DATE: September 6, 2000

LANGUAGE: ENGLISH

GRAPHIC: FERGUSON is laughing all the way to the bank

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The Daily Telegraph (Sydney, Australia)

December 12, 2000, Tuesday

Ryan's wrong shoe shuffle - SYDNEY CONFIDENTIAL

BYLINE: PETER HOLDER and JO CASAMENTO

SECTION: FEATURES; Pg. 16

LENGTH: 91 words

THE shoe was on the other foot when Neighbours star Ryan Toadie Moloney attended the launch of **Nike's** peculiar new shoes, the **Nike** Shox, in Melbourne last week.

The **Nike** folk offered \$100 gift vouchers through fitness challenges -- doing one-armed push-ups, balancing on gym balls, stuff like that.

Moloney had to catch a medicine ball while balancing on a larger gym ball.

Naturally, he succeeded and collected his \$100.

But how excited were the **Nike** folk when he strode forward to collect his prize in a pair of Reeboks?

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Daily Telegraph (Sydney, Australia)

May 11, 2000, Thursday

Protest at Nike

SECTION: LOCAL; Pg. 18

LENGTH: 96 words

CITY shoppers got more than they bargained for yesterday when students protested outside Melbourne's **Nike** Superstore condemning the clothing giant's employment practices.

The National Union of Students said **Nike** employed mostly migrant women who worked in their own homes for up to 18 hours a day, earning as little as a dollar an hour producing sportswear.

About 20 students, clad in calico bags, danced in front of shoppers.

A **Nike** spokeswoman said the company had a policy of not employing outworkers and ensuring sub-contractors did not employ outworkers.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Herald Sun (Melbourne, Australia)

June 26, 2000, Monday

HACKERS STRIKE AT NIKE

SECTION: NEWS; Pg. 9

LENGTH: 125 words

SOPHISTICATED computer hackers who hijacked the **Nike** corporate Web site last week to promote the disruption of an economic forum in Melbourne have warned they will strike again.

The hackers commandeered www.nike.com and re directed hundreds of thousands of visitors to a Web site run by the Melbourne activist group S11 Alliance, www.s11.org, which is organising protests and blockades at the World Economic Forum Asia Pacific Economic Summit, which runs from September 11 to 13.

The anti-globalisation activist group, based at Melbourne's RMIT, has denied responsibility for the takeover but its Web master has been warned by the hackers that they will act again.

The FBI has been asked to investigate the hacking of the **Nike** site.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Daily Telegraph (Sydney, Australia)

October 4, 2000, Wednesday

Nike drops sweatshop

SECTION: WORLD; Pg. 37

LENGTH: 117 words

PHNOM PENH: US sportswear giant **Nike** has terminated its contract with a Cambodian factory after finding it used child labour, a company official said.

It was the second such action by a major purchaser in Cambodia's \$1.3 billion a year garment export industry.

This has quickly become the impoverished country's top exporter, but has faced industrial action and accusations of running sweatshops.

Nike decided to drop Phnom Penh factory June Textiles after it found that at least one under-aged girl was employed at the factory, **Nike** public affairs officer Yvonne Iwaniuk said.

"We just don't tolerate child labour," Ms Iwaniuk said. "What we're trying to do is set a standard."

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Herald Sun (Melbourne, Australia)

December 8, 2000, Friday

The foot's in the other shoe

BYLINE: BOB HART

SECTION: NEWS; Pg. 22

LENGTH: 103 words

AT Wednesday night's launch of **Nike's** peculiar new shoes, the **Nike** Shox, soapie star Ryan Moloney played a starring role.

The **Nike** folk offered \$100 gift vouchers through fitness challenges.

They invited those in attendance to perform one-armed push-ups, balance on gym balls, stuff like that.

Moloney, who plays Toadie in Neighbours, was required to catch a medicine ball while balancing on a larger gym ball. Naturally, he succeeded and collected his \$100.

But how excited were the **Nike** folk when he strode forward to be snapped collecting his prize -- proudly wearing a pair of Reeboks?

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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Hamilton Spectator (Ontario, Canada)

August 23, 2000 Wednesday Final Edition

Tiger doesn't use the ball he plugs

SOURCE: The Associated Press

SECTION: SPORTS; Pg. E03

LENGTH: 144 words

DATELINE: SAN FRANCISCO

Tiger Woods endorses **Nike** Tour Accuracy golf balls in TV and magazine ads. But he really plays with custom-made balls unavailable to everyday duffers, **Nike** acknowledged yesterday after being sued in federal court.

Nike Inc. said the balls used by Woods for his monster swings that produce 300-plus-yard drives have a slightly harder inner and outer core than the balls sold to the public.

"Those two elements are slightly firmer than the marketed ball," said Mike Kelly, marketing director for **Nike** Golf.

Kelly said it's common practice in the golfing world to sell the public different products than what the pros use.

"It's an industry practice to make minor specification changes to golf products: irons, putters and golf balls for tour players," Kelly said.

But other leading names in golf say their customers get exactly what their pros endorse.

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

TYPE: News

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The Australian

July 19, 2000, Wednesday

Green and gold version of Team Nike

BYLINE: NICOLE JEFFERY

SECTION: LOCAL; Pg. 1

LENGTH: 306 words

THEY are exclusive, but will they be distinctive?

Nike, the white knight that rescued the Australian team when it lost its uniform sponsor Reebok in December, launched the Olympic competition uniforms in Sydney yesterday, just seven months after it assumed the sponsorship.

But the US sports equipment giant, which will dress 21 other national teams, including the Americans, admitted our athletes would be almost as identifiably Team **Nike** as Team Australia.

While each national team will have its own colours, many of the design features will be the same across all **Nike** uniforms.

Nike Olympic creative director Ken Black said the "waterfall" patterning on the Australian uniforms was an exclusive design (reminiscent of an Aboriginal dot painting). However there was similar patterning on other national uniforms on display at the launch.

Mr Black said the company's late entry as the uniform supplier, after Reebok walked out believing its exclusivity had been compromised, had limited **Nike's** ingenuity.

Nike was also under strict instructions from the Australian Olympic Committee, whose research indicated that the athletes and public wanted green and gold. Period.

The athletes who modelled the new competition and casual uniforms yesterday were complimentary about the feel and fit of the garments.

"They are very comfortable, nice and lightweight and they look good," basketballer Shane Heal said.

"I think it's great, terrific. The green and gold really stands out," 1500m runner Marg Crowley said.

Australia's Paralympic team will wear the same uniform as the Olympic team for the first time in Sydney, a move applauded by wheelchair basketballer Troy Sachs.

The only radical part of the competition range is **Nike's** space-age "Swift" athletic bodysuit, which was launched in the US last month.

LOAD-DATE: December 3, 2001

Green and gold version of Team Nike The Australian July 19, 2000, Wednesday

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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205 of 1000 DOCUMENTS

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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Courier Mail (Queensland, Australia)

September 5, 2000, Tuesday

Nike put on notice

SECTION: NEWS; Pg. 5

LENGTH: 113 words

OLYMPIC athletes were urged yesterday to rethink their sponsorship ties with sportswear giant **Nike** amid claims it was breaching core labour standards.

The company, which is promoted by elite athletes such as Cathy Freeman, has been accused by human rights group Community Aid Abroad-Oxfam of exploiting workers in Indonesian factories sub-contracted by **Nike**.

In a report released in the NSW Parliament yesterday, the organisation claimed the company was paying workers \$A2 a day and threatening those involved in union activities.

Anti-**Nike** group NikeWatch said it would be raising the plight of workers in a national campaign to be conducted during the Olympics.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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Birmingham Post

April 7, 2000, Friday

SURGEON SUES OVER SHOES

SECTION: FOREIGN NEWS; Pg. 9

LENGTH: 125 words

NEW YORK: A New York orthopaedic surgeon has sued **Nike** for pounds 7 million, saying shoes made by the sportswear giant tripped her.

Dr Deborah A Faryniarz claims she sustained serious permanent injuries when she fell while jogging.

According to the lawsuit, her shoelace hooked around the back of the training shoe, sending her sprawling.

Lawyer Mr James P Kreindler said the fall severely injured the doctor's right wrist. She was also pregnant with her first child at the time.

The lawsuit alleged that **Nike** knew before Dr Faryniarz was injured that the **Nike** Certitude Cross trainers were dangerous but failed to fix them.

Ms Cheryl McCants, a spokeswoman for **Nike**, said the company was not ready to comment on the lawsuit.

LOAD-DATE: April 7, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Denver Post

May 25, 2000 Thursday 2D EDITION

Despite some student protests, CU wants new Nike deal

BYLINE: By Tom Kensler, Denver Post Sports Writer,

SECTION: SPORTS; Pg. D-08

LENGTH: 591 words

COLORADO SPRINGS - Although the University of Colorado's deal with Nike does not expire until June 2001, athletic director Dick Tharp said the school wants a contract extension in place before the start of the football season.

'I don't see that as a problem,' Tharp said during the Big 12 Conference spring meetings at The Broadmoor. 'I think the University of Colorado and Nike have been good partners.'

CU's six-year agreement with Nike ends in late June of next year. The deal provides a minimum of \$ 500,000 annually to the school plus \$ 600,000 in equipment, uniforms, compensation to coaches, funding of summer camps and performance bonuses.

Some CU students have staged protests against the school's involvement with Nike, attacking the reported poor treatment of factory workers overseas by the shoe company. Tharp said Nike is a progressive company that always has been ahead of its competition with regard to socio-economic and human rights issues. He said current negotiations with Nike involve business issues, not 'sweat shop' issues.

Earlier this spring, Nike terminated its negotiations with the University of Michigan, allowing a six-year, \$ 6 million contract to expire Aug. 31. Michigan wanted the shoe company to comply with the school's Labor Standards and Human Rights Policy, which features a statement of principles for a licensee code of conduct. The code requires disclosure of licensee manufacturing sites, disclosure of licensee manufacturing sites wages, women's rights and methods of ensuring compliance.

Tharp speculated a bigger factor in the breakdown of negotiations between Michigan and Nike was that the school may have asked for too much money. Some other shoe companies have declined to renew contracts with colleges. Less competition gives Nike more leverage.

Preseason All-Americans

Four Big 12 players have been named to Playboy Magazine's preseason football team: Nebraska's Carlos Polk (6-foot-2, 250 pounds), a senior middle linebacker; Texas' Leonard Davis (6-6, 355), a senior offensive tackle; Kansas State's David Allen (5-9, 195), a senior kick-returner, and Missouri's Justin Smith (6-5, 256), a junior defensive end.

Defending Bob Knight

Baylor basketball coach Dave Bliss learned under Indiana coach Bob Knight at Army (1967-69) and Indiana (1971-75). Bliss is relieved that his embattled mentor did not lose his job over claims by former Hoosiers player Neil Reed that he was choked by Knight during a 1997 practice.

Despite some student protests, CU wants new Nike deal The Denver Post May 25, 2000 Thursday

After a university investigation, Knight was suspended for three games and fined \$ 30,000.

'I don't think even he condones some of the things that go on, and I'm just glad it didn't end there,' Bliss said. 'I thought it took (IU president) Myles Brand tremendous courage.

'His school president gave him a reprieve at a time when maybe people were calling for his scalp. He deserved that because he's been great for college basketball. He's had a dramatic effect on young coaches who can take and glean the good out of how he coaches, the technique and honor and work ethic all those things.'

Bliss spoke by phone with Knight about three weeks ago. Bliss said Knight can discipline himself enough to function under the 'zero tolerance' policy.

'I'll tell you what, Bob Knight can do anything Bob Knight wants to do,' Bliss said. 'He was held accountable for some things that happened 15 or 20 years ago.'

LOAD-DATE: May 25, 2000

LANGUAGE: ENGLISH

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USA TODAY

January 12, 2000, Wednesday, FINAL EDITION

Viewers sent to the Net for endings of **Nike** ads

BYLINE: Michael McCarthy

SECTION: MONEY; Pg. 1B

LENGTH: 396 words

Starting this weekend, **Nike** invites TV viewers to go to the Internet and pick endings for "cliffhanger" commercials.

The hybrid spots that star sprinter Marion Jones, slugger Mark McGwire and snowboarder Rob Kingwill will push the Air Cross Trainer II shoe going on sale this month. The \$ 15 million to \$ 20 million campaign runs six weeks.

Created by **Nike** ad agency Wieden & Kennedy, the three spots are shot through the viewer's eyes, putting watchers in the middle of the action.

The first spot shows an in-your-face Jones challenging the viewer: "You want to race? You don't have a chance."

As Jones dashes away, the viewer chases her pell-mell through streets, alleys and kitchens of Santa Monica, Calif. The pursuit culminates at a beach promenade where the viewer slams into a man juggling chain saws, sending them flying into the air. As the saws fall back toward the camera, the screen freezes.

"Continued at whatever.**nike**.com," the ending says.

Viewers intrigued enough to drop the remote and grab a mouse can choose seven endings at whatever.**nike**.com.

"We're trying to take a 30-second experience and turn it into a 15- to 20-minute experience," says Wieden & Kennedy creative director Hal Curtis.

Nike partnered with Apple, Exodus and Akamai on video applications needed for the site that goes online Saturday. At the site, Web surfers also can access digitized versions of the spots, as well as buy the shoe.

Viewers sent to the Net for endings of Nike ads USA TODAY January 12, 2000, Wednesday,

While Web surfers might appreciate **Nike's** convergence of media, some TV networks are a "little threatened" by the idea because it urges viewers to turn from their TV to their PC, says Steve Sandoz, Wieden & Kennedy's interactive creative director. "This is a hint of what's coming in the future."

If the ads prove popular, **Nike** may air them later with consumers' favorite endings attached, says Mike Wilskey, **Nike** vice president of U.S. marketing.

The "whatever" refers to **Nike's** belief that cross training has expanded into "whatever" sport you want, he adds.

Currently, 20 million athletes cross train in the USA, and they spend \$ 2.3 billion annually on footwear, the NPD Consumer Panel Study says.

The Jones spot will air during high-profile programming, such as NFL playoff games. **Nike** also will run online banner ads to draw consumer attention to the "whatever" site.

LOAD-DATE: January 12, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, Color; Get set, go: Starting Saturday, **Nike's** Web site, whatever.**nike.com**, will offer seven endings to its race with sprinter Marion Jones.

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The Vancouver Province (British Columbia)

April 17, 2000 Monday Final Edition

Bo files lawsuit saying Nike doesn't own Diddley

SOURCE: The Province

SECTION: Take A Break; Pg. B13

LENGTH: 74 words

Nike has hit a sour note with guitar legend Bo Diddley, 71, who is suing the clothing and athletic shoe company because, he says, last year it marketed nearly 28,000 T-shirts with his name, face and the slogan, "You Don't Know Diddley."

In a suit filed in Manhattan Federal Court, Diddley (real name Ellas McDaniel) says he did have an agreement with **Nike** but that was in 1989 and it was only set to last two years.

No comment from **Nike**.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

TYPE: Business; Sports

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The Guardian (London)

August 24, 2000

Nike feels the pinch in court for 'tweaking' Tiger's balls

BYLINE: David Davies in Akron

SECTION: Guardian Sport Pages, Pg. 36

LENGTH: 582 words

Tiger Woods has gained his extraordinary success this year using a ball made specifically for him and not available to the public. **Nike** has been sued because of it.

The company has been taken to court in San Francisco, where it is alleged that providing that ball is "an unfair business practice" because Woods endorses one ball but plays another.

A non-profit-making organisation called Public Remedies Inc contends that **Nike** should return "their ill-gotten gains" to the public because "Woods does not play the Precision Tour Accuracy golf ball" that is advertised on **Nike's** website as being "the ball Tiger used to tame Pebble Beach". Woods won the US Open at Pebble Beach by 15 shots.

He also used the special ball to win the other two majors he took this season, the Open Championship at St Andrews and the US PGA last week at Valhalla.

Public Remedies alleges that the Woods ball has "different composition and performance characteristics specially made for him and not available to the general public". This is partly conceded by **Nike**, whose marketing director Mike Kelly said the ball used by Woods "has a slightly firmer inner and outer core than the marketed ball".

But Kelly claimed: "It is industry practice to make minor specification changes to golf products for Tour players."

This is denied by other market leaders. Titleist, whose ball Woods used until halfway through this season, said: "Our contracted players use the products they advertise. And, if a product is tweaked for a particular player, the customer could order it in that form. We don't make claims that cannot be substantiated."

Callaway said: "If one of our professionals uses a certain club, that identical club is available retail."

Regardless of legal conclusions, the moral ramifications of one ball for the pros and another for the amateurs are far-reaching. One of the joys of golf is that everyone can play the same course with the same clubs and the same ball, then measure comparative performance.

As it happens the ball being used by Woods would probably feel like a pebble if hit by ordinary mortals, for it needs the enormous swing speed created by his whiplash action through the hitting area to compress the ball sufficiently to send it the 330-350 yards that the American achieves.

But the principle remains that the ball should be available to anyone who wants it, and there is also the matter of Woods endorsing a ball he does not use.

Nike feels the pinch in court for 'tweaking' Tiger's balls The Guardian (London) August 24, 2000

Yesterday Woods played down the affair before the NEC Invitational World Championship here in Ohio: "There are a lot of players with balls that are not on the market, a lot of shafts that are not on the market, and the club heads we use are tinkered around with - the weight of them, the face structure of them, the way they are shaped. These are things the public cannot have access to; that's just the way it is."

Tinkering is one thing, making a ball specifically for one player another, and the game's authorities need to monitor the development carefully.

Coincidentally Woods celebrates his fourth anniversary as a golf professional this week. In that time he has won Dollars 20,938,114 (pounds 14m) from winning 28 of 104 events in which he has played.

But perhaps the most mind-boggling statistic is that he has won more money in the past two seasons, with the exception of Davis Love III, than anyone else in a career on Tour - and mostly with a Titleist ball available to all and sundry.

LOAD-DATE: August 24, 2000

LANGUAGE: ENGLISH

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The Gazette (Montreal, Quebec)

Tiger: it's not the ball

BYLINE: PAT HICKEY**SECTION:** Sports; C1 / BREAK**LENGTH:** 873 words

Is it the ball, or is Tiger Woods the greatest golfer in history?

The evidence is mounting with each week that Tiger is in a class by himself. At 24, he has become one of those figures who can be readily identified by a single name.

Woods doesn't simply win golf tournaments he dominates them. In two of his last three major wins, he set records for low scores and margins of victory. The only suspense at the NEC Invitational this weekend was whether Tiger would be able to finish his final round before play was called because of darkness.

But for some reason, there are those who would deny Tiger his due and he has suffered a couple of recent public-relations setbacks. The first was when, despite his avowed support for the Screen Actors Guild strike, he circumvented the labour strife by taping a Buick commercial in Canada.

Then there's the ball. Tiger made a much-heralded switch to a new **Nike** ball prior to the British Open, but a consumer-watchdog group took **Nike** to court, claiming that the ball **Nike** is selling and the ball Tiger is playing are not the same. **Nike** admitted this was true, suggested that golfers probably wouldn't want to use the same ball and then said it planned all along to make the ball available and that it will soon be in your neighbourhood pro shop.

Personally, I think anyone who feels their performance can be enhanced by wearing a particular shirt or swinging a particular club or using a particular ball, should be treated to an immediate reality check.

And when it comes to celebrity endorsements, harken back to Jerry Maguire and remember the mantra of the pro athlete: Show Me the Money.

Athletes routinely endorse products and equipment because they are paid to do so. Whether they actually use those products is another matter. In most cases, the top athletes have equipment custom-made to their specifications. There may a similar product with their name on it in the sporting goods store but it bears as much resemblance to the real thing as a NASCAR stock car does to the stock at your local Ford or Pontiac dealer.

One of my favourite stories about equipment goes back to the early days of metal tennis racquets. A company called Chemold developed an aluminum racquet and enticed Rod Laver and Roy Emerson to endorse the product. The Aussie stars picked up the new racquets and found they couldn't play with them. They went to the wooden Dunlop Maxply models they were using but painted them silver and applied Chemold decals. The company was then swamped for requests for the "aluminum" racquets which didn't exist.

Ivan Lendl once moved from adidas to Mizuno but was reluctant to give up the war clubs adidas had been making for him. Mizuno obliged by making exact replicas but they were so unwieldy, they were never made for the public.

Tiger: it's not the ball The Gazette (Montreal, Quebec) August 28, 2000, Monday, FINAL

Occasionally, an athlete will find a piece of equipment he likes and will use even if he isn't being paid. That was the case with his Wilson T-2000 racquet. Wilson couldn't sell the metal racquet because most players couldn't control their shots. Connors is the only player who could play with the racquet.

TOO MUCH TIGER? The TV networks are only too happy to give Tiger lots of coverage because his presence means great ratings. a couple of weeks ago, The Golf Channel showed taped coverage of Tiger's first-round and ignored some live action at the Buick Open.

There have been no complaints from fans but some agents representing other players on the PGA Tour are unhappy. If there's more of Tiger, there's less of their clients and that means less exposure for the companies they promote on their caps, shirts and golf bags.

Maybe they should get the message and work a little harder and try to mount a challenge to Woods.

SELIG PUSHES LORIA: We found it interesting that baseball commissioner Bud Selig has told Expos head honcho Jeffrey Loria he has to do a better job of marketing the team and that includes a TV deal and some English radio coverage.

You might recall earlier this year that Loria took a hard line on broadcast negotiations and suggested he was taking his lead from Major League Baseball. There were suggestions that baseball looked askance at deals where teams bought time on radio stations or entered into shared-risk deals but the reality is that at least a dozen have such deals.

I've said all along that the Expos will still be in Montreal next season because they have no place to go and it's time for Loria to give the fans some reason to support this team . In the most recent audience he granted the Montreal media, he complained about inaccurate reports concerning the buyout of the local owners but Loria has only himself to blame because he has not done anything to correct what he regards as misinformation.

SMALL MARKET? Here's another example of why Montreal is regarded as a small market. After announcing that it would offer the NFL Sunday Ticket and NHL Centre Ice packages, Videotron has announced that neither will be available for the time being. The cable monopoly says it hasn't sold enough packages although I've heard complaints that the company has made few attempts to market the packages which are very popular elsewhere in Canada and in the U.S.

LOAD-DATE: August 28, 2000

LANGUAGE: ENGLISH

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The Australian

July 28, 2000, Friday

The new art of story-selling

BYLINE: MARTIN LINDSTROM

SECTION: FINANCE; Pg. 29

LENGTH: 530 words

THOUSANDS of companies have, over the past years, been unable to establish a good reputation among their consumer audience.

Unfortunately, this has often been the case because they failed to achieve synergy between their strategic intentions and the real outcomes the market perceived.

Nike provides us with a classic example. During 1999, **Nike** diluted its brand dramatically. The "Just Do It" ethos became a nightmare tagline when it became global knowledge that **Nike** exploited labour in third-world countries.

Just Do It was translated into counter-campaign t-shirts bearing the slogan Just Don't Do It. Thus, the philosophy and marketing drive which **Nike** had spent years creating was washed down the drain.

This fatality has to do with 180-degree branding. Quick branding doesn't exist.

To think it does would be like painting the roof of your house to repair the holes. This is the type of dilemma most doctom sites face.

On the surface, their image is perfect, but just beneath the surface, the holes appear.

In the split second in which you make purchases from the site or, worse, during the longer time you spend contacting them with requests or returning products, it's then the rain and wind start coming through the holes.

Dotcom branding has, until today, covered the first 10 degrees. What about the other 350? A recent study conducted by Bang & Olufsen, the high-quality stereo equipment manufacturer, shows that the future of branding doesn't lie in imaging, the product itself or the ads.

It's the whole brand story that counts. The term "story branding" is based on the philosophy that every product needs a story to prompt the consumer's involvement.

I'll give an example: At home I have a salt and pepper set designed by Arne Jacobsen.

It's nice, but not something you would spend hours talking to your guests about. But there is a story behind the pair that you would find fascinating if you were at my table.

You see, almost 50 years ago the designer had dinner with one of his business partners who admired this salt and pepper set he had designed.

The business partner was so fascinated by the design that he asked his partner to design a whole hotel around his salt and pepper set. And so he did.

It took Arne 20 years but the hotel he designed became a bit of an icon in Copenhagen. Not only was the hotel designed to match the shakers, so were the plates, the curtains, the beds and, well, everything.

What is your perception of this salt and pepper set now? Has it changed? Probably, and you haven't even seen it.

Strong branding is all about creating a story or, if a story already exists, making it spin off the product and the brand.

Fascinating stories quite often create the foundation for the whole brand -- its philosophy, its direction and its ethos.

No matter whether you're a business-to-business player, a clicks-&-mortar partner or just trying to win your brand strong customer loyalty, dig into your history. Perhaps you have a goldmine somewhere which can create your full 360-degree branding.

Martin Lindstrom is chief operating officer of BT LookSmart and author

of Building on the Internet

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Australian

July 28, 2000, Friday

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It took Arne 20 years but the hotel he designed became a bit of an icon in Copenhagen. Not only was the hotel designed to match the shakers, so were the plates, the curtains, the beds and, well, everything.

What is your perception of this salt and pepper set now? Has it changed? Probably, and you haven't even seen it.

Strong branding is all about creating a story or, if a story already exists, making it spin off the product and the brand.

Fascinating stories quite often create the foundation for the whole brand -- its philosophy, its direction and its ethos.

No matter whether you're a business-to-business player, a clicks-&-mortar partner or just trying to win your brand strong customer loyalty, dig into your history. Perhaps you have a goldmine somewhere which can create your full 360-degree branding.

Martin Lindstrom is chief operating officer of BT LookSmart and author

of Building on the Internet

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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Contra Costa Times (California)

April 21, 2000 Friday FINAL EDITION

NIKE CHIEF, COLLEGE CLASH OVER PROTEST; PHIL KNIGHT IS UPSET ABOUT THE UNIVERSITY OF OREGON'S DECISION TO SUPPORT AN ANTI-SWEATSHOP ORGANIZATION

BYLINE: William McCall**SECTION:** BUSINESS; Pg. B02**LENGTH:** 385 words**DATeline:** BEAVERTON, Ore.

BEAVERTON, Ore. -- **Nike** Chairman Phil Knight complained Thursday about the University of Oregon's decision to join an organization of students and activists protesting sweatshop conditions at clothing and shoe industry factories abroad.

But Knight, an Oregon graduate and track athlete, declined to comment on a television report that he would withdraw a reported \$30 million pledge to help expand Autzen Stadium because the school joined the Worker Rights Consortium last week.

Still, he hinted he may be rethinking his financial generosity toward the university, saying the school was free to join the consortium but "it does not mean that we are required to support those efforts with which we have fundamental disagreements."

Knight refused to confirm the size of the stadium donation or a report by Portland-based KGW-TV, which quoted unidentified sources as saying **Nike** told university officials Monday that Knight was withdrawing his pledge.

"The details of Phil's private philanthropy have and will continue to be personal," according to the company statement.

Oregon officials said no changes had been made in any donations to the project.

"We had not heard from any of our donors that anything was any different, whether it was Phil Knight or anybody else," Dave Williford, UO sports information director, said Thursday.

Nike has repeatedly been the target of labor rights groups who have admitted their strategy is aimed at the Beaverton-based athletic shoe company because it is an industry leader and can pressure other companies to follow its example.

Knight, **Nike's** billionaire co-founder who once sold shoes from the back of his car at Oregon track meets, defended the company's labor record, saying it had become a leader in ensuring worker rights around the world.

He noted that, since he appeared at the National Press Club in Washington, D.C., in May 1998 to promise industry reforms, **Nike** has increased its minimum age requirements for footwear workers to an industry high of 18.

NIKE CHIEF, COLLEGE CLASH OVER PROTEST;PHIL KNIGHT IS UPSET ABOUT THE UNIVERSITY OF
OREGON'S DECISION TO SUPPORT AN ANTI-SWEATSHOP ORGANIZATION Contra Costa Times (California)
April 21, 2000 Friday FINAL EDITION

Knight said **Nike** has raised wages more than 70 percent for footwear workers in Indonesia during the last 20 months, improved air quality at factories and disclosed the location of 45 domestic and foreign factories producing clothing licensed by U.S. colleges and universities.

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

GRAPHIC: AP

Photo, **Nike** workers in Dong Nai (New York Times)

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The Mirror

September 16, 2000, Saturday

POUNDS 60M FORE TIGER; GOLF STAR'S **NIKE DEAL IS BIGGEST IN SPORT HISTORY**

BYLINE: Andy Lines, Us Editor

SECTION: NEWS; Pg. 22

LENGTH: 274 words

GOLFING sensation Tiger Woods is set to sign a five-year pounds 60million sponsorship deal - the biggest in sporting history.

The contract with **Nike**, which will put 24-year-old Tiger well on his way to becoming sport's first billionaire, comes on top of another endorsement deal he signed earlier this year with Buick, which is worth pounds 20 million over five years. Tiger now has contracts with 11 companies. Financial experts believe, because he is so young, it is "virtually certain" he will make a billion by the time he is 40.

This summer Tiger became the youngest player to complete the Grand Slam.

His agent Mark Steinberg said: "He's 24. That's the key to this.

"He's limitless. He's finally being recognised as the greatest athlete on the planet."

Nike golf president Bob Wood said: "It's not often you get a chance to work with somebody who's the best in the world at what they do."

Tiger has represented **Nike** since turning professional in 1996.

His father Earl Woods said he felt his son would do more for **Nike** than legendary basketball player Michael Jordan.

And Bob Wood agreed that was "definitely possible".

He said: "His professional longevity is greater than Michael's.

POUNDS 60M FORE TIGER;GOLF STAR'S NIKE DEAL IS BIGGEST IN SPORT HISTORY The Mirror September 16, 2000, Saturday

"Basketball players have a 15-year career if they're fortunate.

"Tiger has 24 more majors to play, just in the time period he is under contract with us. He has 104 majors left until he gets to the Senior Tour."

Tiger's deal dwarfs those of other sporting stars. Soccer ace Alan Shearer has a pounds 15million package with Umbro while racing driver David Coulthard gets pounds 10million from Warsteiner beer.

LOAD-DATE: September 16, 2000

LANGUAGE: ENGLISH

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The Toronto Star

August 24, 2000, Thursday, Edition 1

NO, YOU CAN'T BUY TIGER'S GOLF BALLS

SECTION: SPORTS

LENGTH: 813 words

Nike admits, under pressure of a lawsuit alleging false advertising, that the golf balls Tiger Woods endorses for public sale are not the same as the ones he actually uses in competition.

The manufacturers apparently juice up Tiger's private stock a tad, installing a hard core. With a tiny flight crew on board (just kidding, it's really an auto-pilot set-up).

Woods, you may recall, switched to **Nike** from Titleist a while back amid some controversy and nastiness (i.e. there was a lot of money involved). Yesterday he told reporters that he "really can't see an appreciable difference" in distance between the **Nike** ball and the Titleist ball.

If the world's best player can't see the difference, how can us mere duffers, who watch the ads and buy the damn things? Sales of the **Nike** balls, by the way, have taken off like a Tiger 2-iron off the tee.

And, if they really do make juicier balls for the pros - ones that might turn you from a 27-handicap into, oh, a 26 - wouldn't it be good business to actually offer them up for sale to the voracious public?

(Ad slogan idea: "Hard-core golf with Tiger Woods." Your welcome. . . . Woods has a mega-deal with Buick, too. Do you suppose he actually drives a Buick? Jeez, he's 24.)

Reminder: Buyer beware.

Reminder, plus: It's not the golf ball anyway, dummy. It's the golfer.

LICENSE TO DO WHAT? The Canadian Olympic Association distributed a press release this week urging consumers to patronize corporations which are official COA sponsors and warning us all to beware of "ambush marketers" who try to capitalize on the Olympics without supporting them. Fine, we'll keep an eye out for the carpetbaggers. But let's not be naive, either. It is not as if the licensed corporate community does not reap huge profits from the Olympic alliance and it is certainly not as if they channel all those profits back into grassroots support of our athletes. If only that were true.

NAME GAMES: The Miami Dolphins have an offensive lineman named Keno Hills. Says Dennis Miller, the comedian on Monday Night Football

telecasts: "Keno Hills? Sounds like where those old blue-haired ladies in Las Vegas want to be buried."

Film makers were shooting a scene this week at Cinergy Field in Cincinnati for the movie Summer Catch, aimed for release next spring. It stars Freddy Prinze Jr. as a minor league pitcher who finally makes it to The Show and - wouldn't you just know it - the first batter he faces is none other than Ken Griffey Jr.

What happens? You be the scriptwriter.

ANYONE SEE A TREND? In terms of percentage of total capacity, Blue Jays attendance ranks in a tie for second worst in the American League, through last weekend. The Jays so far have sold 44 per cent of the seats at the SkyDome, which is what the Devil Rays have done in Tampa Bay. Minnesota, meanwhile, has sold only 29 per cent of its capacity. The Jays' average attendance of 22,279 is down 14.5 per cent from last season and 26.5 from 1998, when they averaged 30,300.

THE NAKED TRUTH: The latest issue of Maxim magazine features photos of several female American Olympic athletes posing provocatively. One of them, pole vaulter Jill Wittdenwyler, defends herself against the anticipated detractors: "There's nothing wrong with promoting sports through sex appeal. Let's face it: Sex sells, and the women of track and field are definitely sexy."

QB OR NOT QB: The tension between Buffalo Bills quarterbacks Doug Flutie and Rob Johnson has resurfaced with publication of an interview with Johnson in the current issue of Penthouse magazine. Flutie, you will recall, was stripped of the starting QB job during the playoffs, and with Johnson at the controls the Bills came up short against Tennessee. Flutie subsequently said Buffalo would have won if he'd been allowed to start (and F&F heartily agrees, for what it's worth). During the Penthouse interview, which was conducted shortly after Flutie made his comments, Johnson said the Bills might have won if Flutie "was covering kicks, maybe . . . maybe he could have been out there on that final play. I think that (what Flutie said) was more of an insult to the entire team. That's just the type of guy Doug is. He's not much fun to play with - you just have to deal with it." Johnson told reporters in Buffalo this week that he meant Flutie was hard to be around that week in the playoffs, not always. "It was insulting to me personally, but as a team you have to feel that there are 21 other guys out there making plays. We're a unit. We're 53 guys. To say one guy would have made the difference? That's what I meant."

Garth Woolsey's Fair and Foul appears Mondays, Tuesdays, Thursdays and Saturdays. You can message him at sports@thestar.ca

NO, YOU CAN'T BUY TIGER'S GOLF BALLS The Toronto Star August 24, 2000, Thursday, Edition 1

LOAD-DATE: August 24, 2000

LANGUAGE: English

GRAPHIC: REUTERS PHOTO

JUST FOR HIM:

Nike has admitted that the golf balls Tiger Woods uses are made especially for him, and are not for sale to the public.

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The Gazette (Montreal, Quebec)

NBC pulls **Nike** slasher ad

BYLINE: KELLY CRYDERMAN**SECTION:** Entertainment; B5 / BREAK**LENGTH:** 380 words**DATELINE:** OTTAWA

Nike has stirred up a tempest with its new Olympic TV commercial featuring a chain-saw-wielding maniac chasing a female athlete.

NBC, the American carrier of the games, has pulled the "Horror" ad - part of **Nike's** Why Sport? campaign - off the air. It features 1,500-metre American runner Suzy Hamilton being pursued through a house and dark woods by a man sporting a mask, similar to the one the killer wears in the Halloween movies.

Unlike most slasher movies, where the killer easily catches up with the female victim, Hamilton dashes to safety as the bad guy slogs off in defeat. The line at the end of the cheeky ad says, "Why sport? You'll live longer."

NBC spokesman Maria Battaglia said the network received hundreds of complaints that the ad promotes violence against women.

The ad will no longer run on NBC, though two other ads in the Why Sport? series - one featuring an Olympic cyclist performing mouth-to-mouth resuscitation on an elephant and another portraying a battle between a gladiator and a skateboarder - will continue to be seen on the network. The commercial series was not sent to CBC.

This is not the first time **Nike** has come into trouble because of its Olympic commercials. During the 1996 Atlanta summer games, **Nike** enraged some athletes with in-your-face slogans such as "You don't win the silver, you lose the gold," and "If you can't stand the heat, get out of Atlanta."

Scott Reames, a spokesman at **Nike's** headquarters in Beaverton, Ore., said **Nike** isn't trying to offend or make light of violence against women - "in our view Suzy Hamilton is the victor, not the victim because of her athleticism." And though **Nike** has fielded complaint calls regarding the ad, the company has also received compliments.

"One woman called and said, 'I'm a runner. This is fantastic. Thank you for not portraying us as weak and scared,'" Reames says.

Anne Hale, a marketing professor at the University of Victoria, disagrees.

"It's a good outcome, but the parameters are still a male aggressor and female victim. That is the stereotype that I think women, as a rule, are getting very tired of," Hale said, noting it's also inappropriate for that violent an ad to be shown during the Olympics, when kids are watching.

LOAD-DATE: September 20, 2000

NBC pulls Nike slasher ad The Gazette (Montreal, Quebec) September 20, 2000, Wednesday, FINAL

LANGUAGE: ENGLISH

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Australian Financial Review

June 23, 2000 Friday
Late Edition

Hijacked **Nike.com** diverted to Melbourne

BYLINE: John Davidson

SECTION: COMPUTERS; Pg. 60

LENGTH: 464 words

Nike said it would prosecute "to the fullest extent of the law" hackers who diverted its global website yesterday to the home page of a Melbourne-based activist group.

The hackers, who pulled off what has been hailed as one of the most elegant pieces of political hacking in recent memory, "hijacked" the **nike.com** domain name, diverting traffic to the home page of the "S11" alliance a coalition of union, student

and other groups critical of the workplace practices of **Nike** and other large multinationals.

S11, based at RMIT in Melbourne, is organising a protest at the World Economic Forum meeting in Melbourne on September 11 this year, following on from the protests that took place in Seattle and Washington.

S11 disowned the domain name hijacking, thanking **Nike** for the extra traffic but issuing a statement saying it had "no knowledge of the identity, whereabouts, motives, or methods used by the disablers of the **Nike** Corporation's website".

Organisers said the first they heard about the hack was when they got a call from a journalist in Seattle, Washington.

Officials at the shoe and tracksuit maker refused to comment, but issued a statement saying that consumer credit card information was never compromised by the attack.

The site was back online selling running shoes by the afternoon.

"After the facts are determined and security issues [sic] we intend to seek prosecution to the fullest extent of the law," the statement said.

Federal Police in Victoria said they had not been asked by **Nike** to investigate S11.

The attack was most probably achieved by changing an entry at a central look-up site on the internet, known as a Domain Name Server.

DNSs are like the phone books of the internet, providing an interface between the spoken-word domain names of sites that a user would enter into a computer www.nike.com, for instance and the technical, 12-digit network addresses of the actual computers hosting the sites.

DNS hijacking involves illegally changing the network address that's listed as the host of the domain name, so that someone who types "www.**nike**.com" into their browser gets sent to another site, in this case the s11.org site.

Because DNS servers around the world constantly exchange data with each other, a hacker changing an entry at one key DNS can quickly get the entry changed worldwide.

Step-by-step instructions showing how to hijack a website are readily available on the internet. It usually involves "social engineering", in that the hackers must somehow convince the administrator of the legitimate site address to ignore an e-mail warning them that their domain name entry is about to be changed.

The recommended method for achieving this is bombarding the administrator with similar warnings, hoping he or she ignores them all or responds to the wrong one.

LOAD-DATE: April 11, 2012

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: Activists demonstrate against low wages in Indonesia at an anti-**Nike** rally in San Francisco in 1997. Photo: REUTERS

PUBLICATION-TYPE: Newspaper

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The Toronto Star

June 2, 2000, Friday, Edition 1

NIKE POSTS AUDITS OF ITS OWN FACTORIES

SECTION: BUSINESS

LENGTH: 172 words

LOS ANGELES (Reuters) - **Nike** Inc. launched an offensive yesterday against critics who charge it with poor labour practices by posting details on its Web site from the inspections of some of its 700 factories worldwide.

While the move may not please protesters who have called the PricewaterhouseCoopers audits biased and inaccurate, the audits will likely shed light on factory conditions and may spur feedback that improves **Nike's** monitoring efforts, the company said.

In April, **Nike** chairman Phil Knight said he would end donations to his alma mater, the University of Oregon, and revoked a \$30 million (U.S.) pledge because the university is part of the watchdog Worker Rights Consortium, which does not give firms a say in setting terms for working conditions in Asia and Latin America.

A consortium spokesperson was not available for comment.

Consortium members have challenged **Nike's** audit, saying owners spruce up their factories for audits and workers are often afraid to tell the truth.

LOAD-DATE: June 2, 2000

LANGUAGE: English

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Calgary Herald (Alberta, Canada)

May 19, 2000, Friday, FINAL

Tiger tests new balls

BYLINE: The Associated Press

SECTION: Sports; C16

LENGTH: 184 words

DATELINE: ALVESLOHE, Germany

For the first time in 98 tournaments around the world, Tiger Woods played golf Thursday with a swoosh instead of a Titleist.

In the latest and loudest shot fired in the golf ball wars, Woods experimented with a **Nike** Golf ball in the first round of the Deutsche Bank Open, leaving **Nike** hopeful it could use his massive appeal to grab a greater share of the market.

"If he decides to switch, it's an earthquake," said Bob Wood, president of **Nike** Golf.

After a 2-under 70 that left him three strokes out of the first-round lead, Woods said he has been experimenting with a version of the **Nike** Tour Accuracy the past few months while practicing at his home course outside Orlando, Fla.

"Basically, I wanted a test round on the tour," Woods said. "If I think it's viable to switch, I'll switch. If not, I'll go back to my ball."

Woods is under contract with Titleist, but industry sources, speaking on condition of anonymity, have said he has an escape clause that would allow him to terminate the deal on short notice.

"It's in my contract that I can try any ball," Woods said.

LOAD-DATE: May 19, 2000

LANGUAGE: ENGLISH

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The Sun Herald (Sydney, Australia)

July 23, 2000 Sunday
Late Edition

Nike worker earning just \$55` a month'; SYDNEY OLYMPIC GAMES

BYLINE: JIM O'ROURKE

SECTION: NEWS; Pg. 21

LENGTH: 352 words

UNIONS and community groups will begin a shame campaign targeting international sportswear manufacturer **Nike** in the lead-up to the Sydney Olympics.

An Indonesian garment worker who earns \$55 a month will speak to the media and public at a series of events before the opening ceremony.

Campaign organisers said the worker had been victimised by **Nike** for recruiting others to join a union.

The NikeWatch website (www.caa.org.au/campaigns) says that in Asian factories where sports shoes are made it is common for employees to be overworked, underpaid and physically abused, and their health and safety neglected. Those who try to organise other workers are persecuted.

Supporters allege the Indonesian man resigned after being threatened and his house was ransacked.

His visit is sponsored by the unions' Fairwear campaign and Community Aid Abroad's NikeWatch, which uses the slogan "Just Stop It", a play on the **Nike** line "Just Do It".

Textile, Clothing and Footwear Union national secretary Tony Woolgar said it was important to raise public awareness of companies that sought to use the Olympics to enhance their public image. He said **Nike** exploited cheap labour while it paid athletes such as golfer Tiger Woods \$111.5 million to wear its apparel.

"With Indonesian workers earning just \$US32 (\$55) per month, Woods's sponsorship would pay 60,000 workers for two years," he said. "Looking at it another way, it would take an Indonesian **Nike** worker 33,000 years to earn Woods's endorsement."

The Indonesian worker will be in Australia from September 2 to 16, with two days in Melbourne from September 9.

In a response to criticism of its labour practices, the US-based **Nike** set up a program to monitor contracted production plants to ensure legal labour guidelines were met, naming it "Transparency 101".

It has promised to make public the results, including external monitoring visits by accountancy firm PricewaterhouseCoopers.

Nike worker earning just \$55` a month'; SYDNEY OLYMPIC GAMES The Sun Herald (Sydney, Australia) July 23, 2000 Sunday

On its official website **Nike** says: "It is our sincere hope that this new step forward will lead to greater transparency in our industry and continuous improvement of global working conditions."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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Nelson Daily News (British Columbia)

December 20, 2000 Wednesday
Final Edition

Bauer Nike Hockey Inc. to close Montreal head office next year

BYLINE: Montreal Gazette

SECTION: BUSINESS; Pg. 10

LENGTH: 144 words

DATELINE: MONTREAL

MONTREAL (CP) -- Bauer **Nike** Hockey Inc., which has slashed 900 jobs at its St-Jerome, Que., plant during the last four years, will close its Montreal head offices in the spring with the loss of 10 jobs, company president Gary Kiedaisch said Tuesday.

The skate and hockey-equipment manufacturer, owned by footwear giant **Nike** Inc., has already halved the number of its office employees to 30 in the last year, Kiedaisch said from Munich, where he's on business.

Recent developments have not been kind to Montreal as an "oligopoly" in the global hockey-equipment manufacturing industry, of which it controls about two-thirds.

Last week, it was disclosed that the Caisse de depot et placement du Quebec pension fund manager appears to have called in a \$136-million loan to Bauer **Nike's** chief rival, The Hockey Co., revoking a previously agreed-to extension on the loan.

LOAD-DATE: February 15, 2006

LANGUAGE: ENGLISH

DOCUMENT-TYPE: Business

PUBLICATION-TYPE: Newspaper

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Belfast News Letter (Northern Ireland)

November 4, 2000, Saturday

FOOTBALL: NEW DEAL RAISES FEARS WITH UNITED

SECTION: SPORT; Pg. 48

LENGTH: 278 words

SHAREHOLDERS United have grave concerns about Manchester United's new record kit deal with **Nike**.

Nike will replace Umbro as United's kit manufacturers from July 2002 in a 13 year deal with a staggering pounds 302.9million.

However, Shareholders United are worried the Reds may be in breach of their own club charter because of the allegations that **Nike** uses child labour.

In a letter sent to chief executive Peter Kenyon earlier this week, vice chair Michael Crick, wrote: "Article 1.6 of the new club charter says, 'Manchester United plc opposes the exploitation of child labour. No orders will be placed from suppliers employing child labour under the age allowed in the country concerned'. Shareholders United fully support this."

United's group marketing director Peter Draper tried to allay these fears, but Shareholders United remain to be convinced.

The shareholders group also fear that **Nike** may have too much influence on United and may pressure the club into representing the American company around the world in various tournaments.

Spokesman Oliver Houston pointed out **Nike's** relationship with the Brazilian FA was being examined by the Brazilian government.

He said: "This is not just about the allegations of child labour and we're concerned that commercial pressure will be put on United.

"United went out to the Far East to play in a Pepsi tournament and who's to say that similar things won't happen with **Nike**.

"We're also still awaiting the outcome of the Brazilian Parliamentary Commission on **Nike's** interference.

"From a PR point of view it seems foolhardy to rush into this after the warning we gave them."

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

FOOTBALL: NEW DEAL RAISES FEARS WITH UNITED Belfast News Letter (Northern Ireland) November 4,
2000, Saturday

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Belfast Telegraph

November 4, 2000

Football: United's sponsorship deal raises concerns

LENGTH: 207 words

MANCHESTER United's massive and ground-breaking deal with sportswear giants **Nike** may have put the club on to a new financial plane; but the (GBP) 302.9 million "strategic alliance" has already opened a can of worms.

The shareholders group Shareholders United fear that **Nike** may have too much influence on United from August 2002 and may pressure the club into representing the American company around the world in various tournaments.

The Brazilian government are investigating claims that **Nike**, who have a sponsorship deal with the national team, were involved in team selection and insisted on Ronaldo playing in the 1998 World Cup Final despite the striker having a nervous breakdown on the day of the match.

Shareholders United also have concerns the Reds may be in breach of their own club charter because of allegations that **Nike** uses child labour.

Spokesman Oliver Houston said: "This is not just about the allegations of child labour and we're concerned that commercial pressure will be put on United.

"We're also still awaiting the outcome of the Brazilian Parliamentary Commission on **Nike's** interference.

"From a PR point of view it seems foolhardy to rush into this after the warning we gave them."

LOAD-DATE: November 4, 2000

LANGUAGE: English

TYPE: Paper

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Manchester Evening News

November 17, 2000

Ditch **Nike** deal say worried Reds fans

BYLINE: SEB RAMSAY**SECTION:** NEWS; Pg. 4**LENGTH:** 381 words

Child labour claims fear

MANCHESTER United were today being urged by shareholding supporters not to enter into a GBP 310m partnership with sportswear giant **Nike**.

The fans say serious allegations over the American company's use of child labour could tarnish the club's credibility and contravene its new club charter. Earlier this month it was revealed that United could sell off its whole retail arm to the company for GBP 23.3m over 13 years.

Besides the **Nike** issue, shareholders were due to ask several tough questions of club chiefs at the Manchester United AGM today, including seeking an explanation as to how the disastrous appointment of PR chief Alison Ryan came about. The club was forced to make an embarrassing U-turn over its job offer after it emerged she had lied on her CV.

Today Oliver Houston, spokesman for Shareholders United, said there were serious concerns over many aspects of the planned **Nike** deal. We are not setting ourselves up as an anti-child labour campaign group but this deal seems to be in direct contravention of our new customer charter which states that the club will not deal with companies which employ it," he said. There have been serious allegations over the years about **Nike's** use of child labour, most recently in a Panorama programme screened last month. We will be asking if we will have a get-out clause if **Nike** are found to be dabbling in child labour. There are enough get-out clauses for them if we fall below half way in the league of fail to qualify for Europe. If we win the European Cup five times in a row, will we be able to ask for more money. We are also concerned that selling your whole merchandising arm for GBP 23m a year might not be the best deal. We are worried the club has rushed into this and is in danger of committing another PR gaffe?"

Shareholder United were also due to call for a wider range of ticket prices to make it easier for young people to watch matches and encourage a new, solid fan base. There's no contradiction between wanting to have a greater range of ticket prices and wanting to have success," he said. If the executives pay more and the kids pay less that will sustain a good customer base." Comment: Page 8

LOAD-DATE: May 11, 2001**LANGUAGE:** English

Ditch Nike deal say worried Reds fans Manchester Evening News November 17, 2000

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The Gazette (Montreal, Quebec)

Tiger changing ball

SECTION: Sports; C4**LENGTH:** 183 words**DATeline:** NEW YORK

Tiger Woods is making the switch to the swoosh. After testing a new ball during competition in Germany and in the Memorial Tournament, Woods said yesterday he will formally switch to the **Nike** Tour Accuracy ball when he plays the U.S. Open at Pebble Beach in two weeks. Woods finished third in the Deutsche Bank Open, and then won the Memorial last week by five strokes. "I think it's done pretty good so far," he said last week. The announcement officially ends a marketing conflict between Woods's top two golf sponsors - **Nike** and Titleist - that began last year when **Nike** entered the ball market. Titleist argued that **Nike** was using Woods to promote golf balls because of two commercials - one that showed Woods bouncing a ball off his wedge, another that showed hackers on the range belting 300-yard drives as soon as Woods showed up. CEO Wally Uihlein contemplated a lawsuit, but instead reworked Woods's deal so that he was paid only when he used Titleist equipment in tournaments. Titleist also gave up its right to have its logo on his bag and to use Woods in advertisements.

LOAD-DATE: June 2, 2000**LANGUAGE:** ENGLISH

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Manchester Evening News

November 4, 2000

Umbro fury' at United world record Nike deal

BYLINE: ANDREW NOTT**SECTION:** NEWS; Pg. 5**LENGTH:** 339 words

MANCHESTER UNITED have signed a world-record kit sponsorship deal with sport giant **Nike**.

The world's biggest sports clothing manufacturer has agreed to pay the Reds GBP 309.9m over 13 years - a staggering GBP 23.3m a year. But the deal could spark a legal battle with existing kit sponsors Umbro. United's contract with the Cheadle-based firm does not expire until the end of next season. The unique deal, which begins on August 1, 2002, gives **Nike** exclusive rights to sponsor United gear, manufacture and sell its merchandise, and operate the Reds' existing retail operations.

Nike will form a separate subsidiary company to deal specifically with United sponsorship matters and has pledged to invest GBP 1m a year in grassroots football. Umbro executives are reportedly seething that the **Nike** deal has become public knowledge and are believed to have consulted legal advisers.

Sports lawyer Lee Brierley, a partner at law firm DLA in Manchester, said: "Normally, these contracts have a clause in them which prevents the football club from announcing a new supplier before the end of the contract. Umbro will be looking at their contract and will have to prove that they suffered a loss in sales and profits." Some United shareholders are also unhappy about the **Nike** deal. The Shareholders United group fears the firm will have too much influence on United and may pressure it into representing **Nike** around the world in soccer tournaments.

Today, United's chief executive Peter Kenyon, who joined the Reds from Umbro, said: "There's no question that anything will happen that will disrupt our contract with Umbro, which runs until 2002. After that, as and when we are ready to say something we will do so. But I just want to reaffirm that Umbro are our sportswear partners through to 2002." An Umbro spokesman said: "Umbro has enjoyed a long-standing relationship with Manchester United Football Club, but the current contract will not be extended beyond July 2002."

LOAD-DATE: May 11, 2001**LANGUAGE:** English

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The Express

December 22, 2000

NIKE BAG DUVAL WITH GBP 16M FIVE-YEAR DEAL**BYLINE:** MARTIN HARDY**SECTION:** SPORT; Pg. 64**LENGTH:** 373 words

David Duval is set to quit Titleist and join **Nike's** swoosh squad in a deal that will rock the golf industry.

A five-year, GBP 16 million deal, which could double with bonuses, has already been agreed and the contract is expected to be completed early in the New Year.

The deal will give **Nike** two of the world's top three golfers - a similar length deal, but double the cost, having already been signed with No1 Tiger Woods.

The two good friends teamed up recently to win the World Cup for America in Argentina and, significantly, used the **Nike** ball during the foursomes section of the four-day event.

Duval has also been spotted wearing his new sponsor's shoes.

A deal is understood to have been signed at **Nike** headquarters in Oregon this week, but will not be completed until Duval's existing contract with Titleist is sorted out.

It stills has more than two years to run and Titleist, already smarting because of the Woods abdication, could seek compensation from the company which is fast becoming a serious player in the golf market Titleist has long dominated.

Duval's switch is expected to increase the intensity of that rivalry and extend the boundaries of the golf ball wars which Callaway, another of the industry's big guns, has recently joined.

Neither company would comment on the deal yesterday, although an announcement is imminent.

Duval, the world No3, is believed to have been peeved that when Titleist signed fellow top 10 players Davis Love III and Phil Mickelson to recent long-term deals, they did not renegotiate terms with him. Although Woods still plays a full bag of Titleist clubs, Duval's deal is understood to include clauses which tie him to **Nike** once they have manufactured a set to his specifications.

Duval is also expected to sign a new agreement with his management handlers IMG at the start of next year.

Although Duval has been hampered for most of the season by a back injury, he returned late in the year to win another title and emphasise that he is one of the few current players capable of mounting a serious attack on Woods' dominance of the game.

Despite all his setbacks Duval finished seventh on the PGA Tour rankings with GBP 1.5m in prizemoney.

LOAD-DATE: January 30, 2001

LANGUAGE: English

PUB-TYPE: Newspaper

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Evening Times (Glasgow)

September 15, 2000

Golf king Tiger in \$ 100m deal

SECTION: Pg. 9

LENGTH: 180 words

TIGER WOODS has been setting records on the golf course all summer.

Now he is on the verge of an endorsement

contract with **Nike** worth 100 million dollars (£71.5million) believed to be the richest in sport.

Woods and **Nike** agreed a five-year deal that will pay him an average of £14million a year.

The contract could be signed today, said his agent, Mark Steinberg.

He declined to discuss specifics of the deal,

but said it was an

"outstanding contract".

Steinberg added:"It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sport,"

In a record-smashing summer, Woods has become perhaps the

biggest star in sport, with one magnificent achievement after another - three straight major championships, a scoring record in each one, and the youngest player at 24 to complete the Grand Slam.

His latest triumph was winning the Canadian Open last weekend.

Nike golf president Bob Wood confirmed it was a five-year deal, but

wouldn't disclose details. He said the contract was tied partly to sales.

LOAD-DATE: February 16, 2001

LANGUAGE: English

GRAPHIC: TIGER: set for a giant **Nike** pay day

PUB-TYPE: Paper

241 of 1000 DOCUMENTS

Herald Sun (Melbourne, Australia)

May 19, 2000, Friday

Tiger puts ball rival in a hole

SOURCE: REUTERS**SECTION:** SPORT; Pg. 118**LENGTH:** 418 words

GOLF

TIGER Woods used a **Nike** golf ball playing the first round of the European PGA's Deutsche Bank Open today, a move that could signal the end of his shaky relationship with rival Titleist.

It could also make **Nike** Golf, which has signed up several big-name golfers this year, a legitimate force in the equipment industry.

But Woods said he hasn't decided whether to make the switch yet.

"I've been testing it for a few months -- basically I wanted a test round on the tour. If I think it's viable to switch, I'll switch. If not, I'll go back to my ball," said Woods, following his first round 2-under 70 playing with the **Nike**.

Woods said testing the **Nike** under tournament conditions didn't violate his contract with Titleist, which pays him \$3.5 million a year to use Titleist clubs and balls.

It was renegotiated last year after a dispute over A **Nike** commercial that showed Woods bouncing a ball off his wedge.

An industry source said Woods has a clause in his contract with Titleist that would allow him to terminate it on short notice.

Titleist declined to make an immediate comment, spokesman Joe Gomes said.

Nike and Woods have been renegotiating his five-year, \$70 million deal for more than a year and are close to a new contract, expected to at least double that amount. Those talks could be prolonged if Woods -- who wears only **Nike** clothes, shoes and hats -- decides to play its ball.

For Woods, the **Nike** ball has a similar feel to the Titleist he currently uses, but was better in the wind.

"It flies a little bit different. It just seems to hold its lines better," Woods said.

Nike made a strong push into the competitive ball market this year, signing up players such as Paul Azinger, Notah Begay and British Open champion Paul Lawrie.

"Let's say he does switch. That would be huge for us," said Bob Wood, president of **Nike** Golf. "Golf is a business where it's tough on the equipment side to break through. For him to play our product says a lot about it."

Tiger puts ball rival in a hole Herald Sun (Melbourne, Australia) May 19, 2000, Friday

Nike said Woods has been testing the ball since the beginning of the year.

The world No. 1 and the player who is chasing him for the US top spot this year, Sweden's Jesper Parnevik, shot 70s and are three strokes off the pace set by Miguel Jimenez after the first round of the tournament in Hamburg.

The Spanish Ryder Cup player, who lost a title play-off against Australia's Robert Allenby in a tournament on the same Gut Kaden course in 1994, finished with a five-under-par 67.

REUTERS

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Ottawa Citizen

May 19, 2000, Friday, FINAL

Woods bolsters battle of the balls: Company hopes Tiger's switch could give Nike leg up on \$820-million industry

BYLINE: Doug Ferguson

SECTION: Business; D6

LENGTH: 342 words

For the first time in 98 tournaments around the world, Tiger Woods teed up a **Nike** golf ball yesterday instead of a Titleist.

For Mr. Woods, using the **Nike** ball in the first round of the Deutsche Bank Open in Germany was just an experiment.

But it was the loudest shot fired yet in the war between upstart **Nike** and long-established makers of golf balls, such as Titleist, Maxfli and Callaway. **Nike** would love to claim its ball is used by the No. 1 player in the world and gain a larger slice of the lucrative golf equipment market.

"If he decides to switch, it's an earthquake," said Bob Wood, president of **Nike** Golf.

After a 2-under-par 70 that left him three strokes out of the first-round lead in Germany, Mr. Woods said he has been experimenting with a version of the **Nike** Tour Accuracy ball the past few months while practising at his home course outside Orlando, Florida.

"Basically, I wanted a test round on the tour," Mr. Woods said. "If I think it's viable to switch, I'll switch. If not, I'll go back to my ball."

Mr. Woods has an apparel contract with **Nike**, but a five-year contract with Titleist that pays him \$2 million a year to use their clubs and balls. Industry sources have said he has an escape clause that would allow him to terminate that deal on short notice.

Titleist spokesman Joe Gomes said the company would not comment.

For Woods to change could be just what **Nike** needs to move into the highly-competitive and highly-profitable golf-ball industry. The National Golf Foundation says Americans spent \$820 million on golf balls in 1999.

Titleist has the largest slice of the golf-ball pie - - about 50 per cent. **Nike** entered the ball market last year with limited success, and this year signed up 14 touring pros to use its ball.

"People who enjoy golf talk equipment -- what irons you just bought, what balls you play," said **Nike's** Mr. Wood.

"For us to become a great golf brand, which is our desire, we feel it's really important to have a foothold in the equipment business."

Woods bolsters battle of the balls: Company hopes Tiger's switch could give Nike leg up on \$820-million industry The
Ottawa Citizen May 19, 2000, Friday, FINAL

LOAD-DATE: May 19, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: File Photo / Tiger Woods played the first round of yesterday's Deutsche Bank Open with a **Nike** ball, a change from his sponsorship deal with Titleist.

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The Guardian (London)

July 8, 2000

Brand values: Nike: The fax

SECTION: Guardian City Pages, Pg. 26

LENGTH: 147 words

Share tip Dollars 100 invested in **Nike** in May 1988, the year in which it started the Just Do It ads, would have been worth Dollars 1,700 10 years later. The same investment in the S&P500 would have been worth Dollars 552. The company's shares have performed less well since

Selling space The first Niketown opened in 1992. The 70,000 sq ft shop in London is expected to attract 3m visitors a year

Just say no **Nike** offered Ralph Nader, the consumer rights campaigner and presidential candidate, Dollars 25,000 to "take a light-hearted jab" at the company's poor human rights record in an ad. He said no

Product development In its attempt to dominate the sports shoe market in the 1970s, **Nike** created a red and silver lame disco shoe. The first Air Jordan basketball boot was sold in 1985. Latest product is a "Swift Suit", a bodysuit more aerodynamic than skin

LOAD-DATE: July 10, 2000

LANGUAGE: ENGLISH

Copyright 2000 Guardian Newspapers Limited

245 of 1000 DOCUMENTS

South China Morning Post (Hong Kong)

January 8, 2000

Soccer shirts off shelves over toxic chemical fears

BYLINE: JO BOWMAN**SECTION:** Pg. 3**LENGTH:** 245 words

Sportswear giant **Nike** has ordered a popular style of football shirt off Hong Kong shelves over claims they may contain a toxic chemical.

A "couple of hundred" of the yellow and black shirts - part of German side Borussia Dortmund's home strip - have been sold to soccer fans, who were yesterday advised not to wear them.

The alert followed a German television report that the jerseys contained tributyltin, a heavy metal compound used in anti-barnacle paint for ships.

The chemical is also used to kill bacteria and quell the smell of sweat, but British and Dutch tests show it causes mutations in marine snails, and the World Wildlife Fund is calling for its global ban.

At high levels in humans, tributyltin is believed to cause neurological problems, damage the immune system and harm the liver.

William Chong Kam-fu, product line manager for **Nike** Hong Kong, said all of **Nike's** makers were barred from using the chemical, but that tests were being done to check the safety of the shirts.

He said about 20 sports shops in the SAR carried the shirts and all had been asked to withdraw them from sale as a precaution.

We cannot prove now whether the story by German TV station ARD is valid, Mr Chong said. "**Nike** Germany has conducted its own test with all the Borussia Dortmund jerseys and the result is there's no tributyltin found in them."

The company will carry out a joint test with the TV station. **Nike's** hotline is 2751 4988.

LOAD-DATE: January 10, 2000**LANGUAGE:** ENGLISH**GRAPHIC:** One of the **Nike** shirts withdrawn from sale in a toxic chemical alert.**PUB-TYPE:** Newspaper

Copyright 2000 South China Morning Post Ltd.

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The Advertiser

May 4, 2000, Thursday

Actor Woods just won't do it

BYLINE: By CHRISTINE JACKMAN in New York

SECTION: SPORT; Pg. 90

LENGTH: 266 words

TIGER Woods threw a potential \$150 million contract into jeopardy yesterday by choosing to join the ranks of thousands of striking minor league actors instead of shooting a **Nike** commercial.

Nike was due to shoot the latest ad in a popular series featuring the golfing superstar when Woods announced he was supporting the Screen Actors Guild's campaign to get better pay for commercials.

"There is a strike going on and we're abiding by it," his agent Mark Steinberg said.

Woods' sponsorship deal with **Nike** is being renegotiated, with industry commentators predicting he could easily earn up to \$150 million over five years under the new deal.

The extraordinary popularity of his ads, particularly one in which he expertly bounces a golf ball on a club head, ensures **Nike** probably will not complain too loudly about Woods' no-show at the scheduled shoot at his home course near Orlando, Florida.

But the company was clearly concerned the ad, which it had hoped to release on June 15 to coincide with the start of the US Open, would not be finished in time.

Nike spokesman Mike Kelly said it was unclear when Woods would be available for a new shoot.

"The last I heard it was to be rescheduled," Kelly said.

"Tiger's schedule is pretty hectic so it's hard to say. It may be a couple of months, it may be a couple of weeks."

Woods' move ensured the strike, which involves 135,000 actors but so far has attracted limited attention, was thrown into the headlines.

"We deeply appreciate the support of this international superstar," SAG spokesman Greg Krizman said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Observer

September 10, 2000

New 'beach ball' perplexes goalies

BYLINE: Will Buckley**SECTION:** Observer Sport Pages, Pg. 15**LENGTH:** 545 words

THE MOST DISAPPOINTING news of the week was that Tony Blair should take time out from the UN millennium summit in New York to chat about transfer fees with fellow European leaders.

For Blair to be concerned about something as trivial as football transfers during a conference dedicated to freeing people from the scourge of war and striving for an equitable world is doubly worrying. First, it betokens a lack of perspective. Surely the people of Rwanda have slightly more pressing concerns than those afflicting an advantaged minority fretting over their contract details. Second, it is an ugly sign that football might become an election issue.

Labour will go all out for footie-related photo shoots however crass. The Tories, meanwhile, will toe the Rangers line: in Europe, technically, but not for very long nor in any meaningful sense.

The shame of it is that Blair needn't have bothered. Red cards were the first burning issue of this nascent football season, transfers the second, but the world has moved on. Now, the talking point is the new **Nike** ball.

As Silvinho proved at Stamford Bridge, it curves, it swerves, it busts the net. It's almost as if those clever people at **Nike** have affixed some magnetic device within it to ensure an all-singing, all-scoring, all-**Nike**-boot-selling game.

So far this season there are 3.14 goals in a Premiership match - way above average. The goalies are disconsolate. Everton keeper Paul Gerrard says: 'There is a difference between the new **Nike** ball and the Mitre ball we used last season. The **Nike** ball is lighter and it moves through the air a lot faster. It also swerves like hell.

'The Mitre ball was heavier and it had a truer line through the air. The **Nike** swerves all over the place, but the one advantage for keepers is that you can kick it further. My goal-kicks are reaching the other penalty area at times and that's a good thing.' Certainly for Everton fans who, with Duncan Ferguson injured, were beginning to wonder where the goals might come from.

David Seaman, a goalkeeper who is an excuse short of an explanation, cannot agree fast enough.

'It's an exciting season but not for the goalies. . . There are a lot of goals going in and a lot of strange ones at that. I saw Benito Carbone's against Chelsea. People slagged off Ed de Goey but that ball has gone all over the place. It can make you look a fool. There is a massive difference. It's like one of those balls you buy on the beach for a quid. It moves around from side to side and everywhere.'

The Manchester United coach, Steve McClaren, chimes in: 'They have done certain tests and it moves through the air faster. Our players have noticed that it does fly.'

Something is clearly up, so I confidently predict that you will hear 'Oohhh yesss, that surely must be a contender for goal of the season' at least a dozen times between now and the end of the Olympics.

They said what. . .?

'Yes, it is fun to be playing but I don't like U.S. Open so much. Transportation bad, food bad, locker room bad. Big tournament that's OK. But this place is little bit crazy.' Elena Dementieva, the 18-year-old Russian, is thrilled to make the semi-finals of the U.S. Open, but isn't crazy about the Open itself.

LOAD-DATE: September 11, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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Hobart Mercury (Australia)

June 21, 2000, Wednesday

Cathy runs into 'sorry' ad row **Nike** denies exploiting athletes

BYLINE: TOM SALOM

LENGTH: 312 words

NIKE has been criticised for using Aboriginal runner Cathy Freeman in a commercial featuring the word "sorry" 15 times.

Freeman plays only a minor role in the ad but the timing of its release has stung Aboriginal activists.

National Sorry Day Committee chairwoman Audrey Kinnear said **Nike** was trying to exploit the Aboriginal reconciliation process.

She said the continuous use of the word "sorry" trivialised the issue of whether the Federal Government should apologise to Aborigines.

"By using 'sorry' in so many ways and so many times, they are actually trivialising what 'sorry' stands for," she said.

Nike has used 20 mainly Olympic athletes who apologise to family, friends and workmates for an obsession with sport.

Most, including runner Steve Moneghetti and footballer James Hird, say sorry in a light-hearted manner for being driven by success.

Teenage runner Georgie Clarke apologises to her school friends for training instead of walking home with them.

Embattled spin-king Shane Warne says sorry to Dennis Lillee, in a reference to breaking Lillee's wicket-taking record.

Freeman does not actually say sorry but turns to the camera and says, 'Can we talk about this later?' before running off.

Nike Olympics spokeswoman Megan Ryan said the timing of the commercial was purely co-incidental. Ms Ryan said **Nike** was trying to show how athletes had to apologise to a lot of people they did not have time for during Olympic preparations.

"Whilst we understand there is some sensitivity and contention around the 'sorry' issue, it was a more behind-the-scenes look at athletes who make no apologies for the fact they have to say sorry to a lot of people," she said.

"Sorry is word used by people every day."

But Ms Kinnear said Aborigines were offended that Freeman was being "used" to capitalise on the reconciliation debate.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

Cathy runs into 'sorry' ad row Nike denies exploiting athletes Hobart Mercury (Australia) June 21, 2000, Wednesday

JOURNAL-CODE: MER

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Daily News (New York)

August 23, 2000, Wednesday

NIKE TO RUN WITH WOMEN SNEAKERS

BYLINE: By JUDITH SCHOOLMAN DAILY NEWS BUSINESS WRITER

SECTION: BUSINESS; Pg. 36

LENGTH: 435 words

Air Weatherspoons anyone?

Nike's just discovered that women, too, wear sneakers, and some are even stars, like the New York Liberty's Teresa Weatherspoon.

In an effort to sell more athletic shoes and jog bras in an increasingly competitive marketplace, the maker of Air Jordans said yesterday it would soon barrage the market with high- and moderate-priced items for sports-minded women.

By creating a new division and moving around some its top executives, **Nike** said it wants women's shoes and clothes to eventually generate a third of the company's sales.

In the year ended in May, women's sales of **Nike** goods amounted to \$1.55 billion, or about 20% of its worldwide total.

"**Nike's** women's business is one of our major growth accelerators in the U.S. and internationally, making it one of our company's top priorities," chairman Phil Knight said.

With the growing popularity of women's professional basketball and the popularity of prominent female Olympians such as track star Marion Jones, the interest in women's sports and fitness is soaring.

But other manufacturers have had the same idea, and already own a slice of the market.

Tommy Hilfiger, Gap, Polo Ralph Lauren and even luxury label Prada have made a strong foothold in the women's athleticwear market.

Customers appear to prefer their more fashionable, and less gym class-looking clothes, analysts said.

At **Nike**, Clare Hammill, who was most recently involved in the upcoming launch of the Techlab line of sports accessories, was named vice president, women's business. The sports-inspired Techlab products include a speed and distance monitor, a heart rate monitor and a two-way radio for runners and other athletes.

Wall Street reacted coolly to the new women's division - perhaps concerned about the costs of developing new products and promotion - sending **Nike's** stock down more than 10% yesterday. It fell \$4.75 to \$42.13, right in the middle of its 52-week range of \$25.81 to \$59.25.

In addition to concerns among investors, **Nike** also continues to face protests over its use of factories in Southeast Asia, particularly in Vietnam and Indonesia, where workers are paid a mere fraction of what an average Air Jordan might cost.

Nike is the largest private employer in Vietnam, with a work force of more than 45,000 at five factories owned and operated by contractors from South Korea and Taiwan.

Recently, Knight sent a scathing message to his alma mater, the University of Oregon, pledging to withhold future endowments because of student protests of his company's overseas manufacturing record.

LOAD-DATE: August 23, 2000

LANGUAGE: ENGLISH

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The Toronto Star

September 15, 2000, Friday, Edition 1

\$100 MILLION MAN

BYLINE: Doug Ferguson

SECTION: SPORTS

LENGTH: 390 words

ASSOCIATED PRESS

Fresh off his record-breaking summer of golf, Tiger Woods is on the verge of signing a \$100 million (all figures U.S.) endorsement contract with **Nike** believed to be the richest in sports, The Associated Press has learned.

Mark Steinberg, Woods' agent at IMG, declined to discuss specifics of the deal yesterday, only to say it was an "outstanding contract."

"We are within days of a signature," he said.

"It compensates Tiger not just for what he's done with **Nike**, but what he has done for golf and sports."

Woods' previous contract with **Nike** was said to be \$40 million (U.S.) over five years. He was used heavily in their advertisements and established his own line of clothing and shoes.

A source close to the negotiations, speaking on condition of anonymity, described it as the "largest contract in sports marketing history," worth about \$100 million over five years.

"There are so many different revenue streams," the source said. "It's impossible to calculate what the end result will be."

Nike Golf president Bob Wood described the contract as "pretty creative."

"It's not often you get a chance to work with somebody who's the best in the world at what they do," he said. "Working with and being associated with Tiger Woods has created an incredible amount of positive energy about **Nike** Golf and **Nike**."

While Woods also declined to discuss contract details, he did say the amount was partly tied to sales.

Woods has represented **Nike** since turning professional in 1996. In just four years, he has won all four major championships, becoming, at 24, the youngest player to do so. He set the scoring record in each of them, and he has attracted a record number of TV viewers just about every week.

In June, he gave **Nike** a huge lift when he switched to the **Nike** Tour Accuracy ball. He went on to win the U.S. Open at Pebble Beach by 15 strokes, the largest winning margin in the 140-year history of major championship golf.

The **Nike** Golf president said its market share for balls has increased from about 1 per cent in April to nearly 4 per cent.

Nike also is considering a move toward golf clubs.

Earlier this year, Woods signed an endorsement deal with Buick worth \$30 million over five years and carries its logo on his bag.

LOAD-DATE: September 15, 2000

LANGUAGE: English

GRAPHIC: RON SCHWAYNE/REUTERS FILE PHOTO

DRIVING FOR DOUGH:

Tiger Woods, shown teeing off at last month at Firestone Country Club, is about to become even richer with a \$100 million (U.S.) endorsement pact. His old **Nike** deal was worth \$40 million.

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The Irish Times

November 15, 2000

Sacked workers confront Woods

SECTION: CITY EDITION; SPORT; GOLF; Pg. 27

LENGTH: 351 words

Tiger Woods was yesterday forced to run the gauntlet of about 100 sacked **Nike** employees who staged an angry protest inside the lobby of the Bangkok hotel where he is staying.

The world's top golfer, who arrived in the Thai capital to play in the Johnnie Walker Classic, was leaving a ceremony inside the building where he had been conferred with an honorary doctorate in sports science.

Woods, whose mother is Thai, would have been expecting a warm welcome to the land where he has been hailed as a hero during past visits.

But this time he had to be escorted through the noisy protesters by a phalanx of bodyguard and officials as he returned to his room.

Looking somewhat taken aback, he put his head down and walked past without making any comment as the protesters shouted questions at him.

Organisers said Woods, whose contract with **Nike** nets him \$ 100 million over five years, should listen to their claims that they have been unlawfully dismissed by **Nike** in Thailand.

"He should be able to really understand why that company can give him so much money," said Thai Labour Committee official Lek Junya Yumprasert.

"It would take the workers here 72,000 years of work for **Nike** on their wages here to make that money," she said.

The demonstrators said they were part of a group of 1,016 workers who were still waiting to be compensated a total of 41 million baht ((pounds) 853,000) after being laid off by **Nike** in September.

Carrying placards reading "Tiger Woods putting around workers rights" and "Tiger Woods please help us" the workers gathered in the foyer of the Shangri La hotel and resisted attempts by hotel staff and Woods's entourage to shift them.

Nike, which unions say employs roughly 70,000 Thais, has frequently been accused of ill-treating its Asian employees. It is charged with subjecting them to inadequate pay and poor working conditions, as well as banning union membership.

During the degree ceremony, Woods said it was a "tremendous honour" to be recognised for his sporting and charitable achievements. "This is a humbling experience," he said.

LOAD-DATE: November 15, 2000

LANGUAGE: ENGLISH

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The Vancouver Province (British Columbia)

May 19, 2000 Friday Final Edition

Woods enters ball war

SOURCE: Associated Press

SECTION: Sports; Golf Notebook; Pg. A55

LENGTH: 456 words

For the first time in 98 tournaments around the world, Tiger Woods played golf Thursday with a **Nike** instead of a Titleist.

In the latest and loudest shot fired in the golf ball wars, Woods experimented with a **Nike** ball in the first round of the Deutsche Bank Open at Alveslohe, Germany, leaving **Nike** Golf hopeful it could use his massive appeal to grab a greater share of the market.

"If he decides to switch, it's an earthquake," said Bob Wood, president of **Nike** Golf.

Whether either happens remains to be seen.

Woods said he has been experimenting with a version of the **Nike** Tour Accuracy the past few months while practicing at his home course outside Orlando, Fla.

"Basically, I wanted a test round on the tour," Woods said. "If I think it's viable to switch, I'll switch. If not, I'll go back to my ball."

Woods is under contract with Titleist, but industry sources, speaking on condition of anonymity, have said he has an escape clause that would allow him to terminate the deal on short notice.

"It's in my contract that I can try any ball," Woods said. Under his **Nike** contract, Woods wears clothes, shoes and a hat.

OUTTA MY WAY

Woods had some words of advice on how to handle an unruly German crowd that followed him during first-round play at the Deutsche Bank Open.

With Spanish Ryder Cup player Miguel Angel Jimenez holding a one-stroke at 5-under par 67 over a trio of players, Woods overcame bogeys on his first two holes Thursday to finish three back with a 70 at the \$2.3-million-US event.

But Woods, the star attraction despite the appearance of the entire European Ryder Cup team at the event, had to deal with flash bulbs going off during his swing and spectators wandering on to the fairways.

"The problem can be solved very easily. In the States we have a one arm length rule, one away from the ropes," Woods said.

"Here it's a little bit different. They walk in the middle of the fairways and stand right in front of you."

COOK'S SPECIAL: EAGLE

John Cook scored an eagle to give him the first-round lead Thursday in the Colonial at Fort Worth, Tex. His 4-under-par 66 put him a stroke ahead of a group of eight players, including Mike Weir of Bright's Grove, Ont.

Cook holed a nine-iron shot from 127 yards for an eagle-2 on his 15th hole, the 393-yard 6th.

"It was 12 feet short and then spun toward the hole," Cook said. "It kind of went in like a putt. From what I've been seeing this year, I could see that thing bounce over the green."

DUVAL SICK

David Duval withdrew from the Colonial about an hour before he was scheduled to tee off.

Duval has been feeling sick since Monday night, and did not play in Wednesday's pro-am event at Colonial Country Club.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: Reuters; U.S. golfer Tiger Woods plays from the roof of a sports department store in Hamburg Thursday during a hole-in-one charity event. The 'green' was atop a building 125 metres away. It's not known which brand of golf balls he chose for this commercial stunt.

TYPE: Sports; Column

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The Guardian (London)

May 6, 2000

Nike gives US universities the boot as student anti-sweatshop demands rise

BYLINE: Duncan Campbell in Los Angeles

SECTION: Guardian Foreign Pages; Pg. 19

LENGTH: 492 words

Duncan Campbell in Los Angeles

The sportswear manufacturer **Nike** has withdrawn millions of dollars of sponsorship from three American universities because of the activities of campus-based anti-sweatshop groups.

The move is the latest in a running battle between leading multinational firms and the student anti-sweatshop movement which has mushroomed on campuses during the last year.

In the past three weeks, **Nike** has withdrawn from financial arrangements worth more than \$ 50m (pounds 30m) with the University of Oregon, the University of Michigan and Brown University. The sports firm had provided free equipment for the universities' sports teams and had made large donations and endowments.

Nike objects to the demands being made by the Workers Rights Consortium, a body made up of students, university and union officials, and human rights campaigners.

The WRC, which campaigns for improved working conditions in countries which produce clothes for the western markets, supports unannounced visits to factories and minimum working conditions.

Nike has said it provides better working conditions than its competitors and makes a conscious effort to ensure that its factories operate fairly and humanely. The company supports another monitoring group, the Fair Labour Association, which the WRC claims is dominated by companies and does not carry out tough enough inspections.

Last month Phil Knight, **Nike's** chairman and founder, announced that he would not be making a \$ 30m donation to his alma mater, the University of Oregon, because the company considered the WRC, which has branches in nearly 50 universities, unfriendly towards business in general.

Nike has also accused the WRC of being a tool of the US unions, which have been unhappy at seeing manufacturing jobs go abroad.

Since then, **Nike** has broken its links with Michigan and Brown universities. The company equipped the Michigan athletics teams in a deal worth around \$ 22m over six years and the men's and women's ice hockey squads at Brown.

Michigan is now negotiating with other sports manufacturers, including Adidas, Puma and Reebok. One Michigan athlete was quoted as saying: 'The swoosh (**Nike's** logo) is just a symbol. The person makes the player, not the shoes.'

The question of whether US manufacturers are using sweatshops at home and abroad has become an important issue in

Nike gives US universities the boot as student anti-sweatshop demands rise The Guardian (London) May 6, 2000

student politics. Last month, 12 university administration buildings were occupied by students objecting to the administration's investment policies.

Increasingly, student bodies are demanding that the universities should only engage in 'ethical investments', and companies deemed to use sweated labour have been targeted in pickets and demonstrations.

Such is the interest in the issue that the Museum of Tolerance in Los Angeles has staged a special sweatshop exhibition, detailing the history of sweatshop labour and campaigns against it.

LOAD-DATE: May 5, 2000

LANGUAGE: ENGLISH

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THE DAILY TELEGRAPH(LONDON)

November 04, 2000, Saturday

United fans question **Nike** deal

BYLINE: By Richard Bright

SECTION: Pg. 02

LENGTH: 222 words

A GROUP of Manchester United shareholders have expressed grave concerns about the club's record kit deal with **Nike**.

The American sportswear manufacturer will replace Umbro as United's kit-makers from July 2002 in a 13-year deal worth pounds 302.9 million. However, Shareholders United are worried United may be in breach of their own charter because of allegations that **Nike** use child labour.

In a letter to chief executive Peter Kenyon earlier this week, vice-chairman Michael Crick, wrote: "Article 1.6 of the new club charter says, 'Manchester United plc opposes the exploitation of child labour. No orders will be placed from suppliers employing child labour under the age allowed in the country concerned'. Shareholders United fully support this."

United's group marketing director, Peter Draper, tried to allay these fears, but Shareholders United are yet to be convinced. The group also fear **Nike** may have too much influence on United and may pressurise the club into representing the company in tournaments around the world.

Spokesman Oliver Houston pointed out **Nike's** relationship with the Brazilian FA was being examined by the Brazilian government. He said: "This is not just about the allegations of child labour; we're concerned that commercial pressure will be put on United."

[PS]Sport: [ES]

Soccer:

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

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The Atlanta Journal and Constitution

March 17, 2000, Friday, Home Edition

EARNINGS; DAILY INVESTING REPORT

BYLINE: Staff reports and news services

SOURCE: CONSTITUTION

SECTION: Business; Pg. 4F

LENGTH: 353 words

NATIONAL: **Nike**

The world's largest maker of athletic shoes said fiscal third-quarter profit rose 17 percent, led by sales gains in the United States and Asia.

Net income rose to \$ 145.3 million, or 52 cents a share, from \$ 124.2 million, or 44 cents, a year earlier. Sales for the quarter ended Feb. 29 fell less than 1 percent to \$ 2.16 billion.

Nike warned last month that retailers' plans to close hundreds of sporting goods stores in the United States --- where the company gets half its business --- will hurt earnings this fiscal year and next. Its shares have fallen 36 percent this year.

Worldwide orders for future deliveries rose 4 percent. Futures orders gauge demand for **Nike's** shoes six months ahead of time and account for as much as 85 percent of **Nike's** sales, analysts said.

Nike's results beat the 50-cent average estimate of analysts polled by First Call/Thomson Financial.

OUTLOOK: Lodgian

The Atlanta-based hotel operator warned for a second time in as many months that its fourth-quarter loss will be greater than expected as it faces charges of up to \$ 75 million for fiscal year 1999.

Lodgian said it expects to report a fourth-quarter loss "substantially greater" than the 12 cents to 14 cents a share loss estimated in January, as a result of the charges.

The company previously forecast a loss because of lower-than-expected sales in November and December.

The company was expected to have a loss of 13 cents, the average estimate of three analysts surveyed by First Call/Thomson Financial. It had a loss of 3 cents a share a year ago.

The company said 1999 year-end results will include charges related to hotels the company is planning to sell, a valuation to account for goodwill, a provision for items related to litigation and other items, such as professional fees.

Lodgian said progress is being made in its plan to seek strategic alternatives for the company. An asset sale to pay off

debt or a sale of the company are possibilities.

The company made the announcement after the market close Thursday. Shares closed down 6 1/4 cents at \$ 3.62 1/2.

LOAD-DATE: March 17, 2000

LANGUAGE: ENGLISH

GRAPHIC: Graphic

GEORGIA

Optio Software (OPTO)

4th quarter ended Jan. 31

.... 2000.....1999

Revenue...\$ 9.6 million.....\$ 6.5 million

Net income... \$ 682,000..... (\$ 248,000)

Net/share..... 3 cents.....(2 cents)

12 months revenue

.....\$ 32.8 million... \$ 19.5 million

Net income.. \$ 2 million.....\$ 350,000

Net/share.....10 cents..... 2 cents

Parentheses indicate loss.

SCORECARD

Quarterly earnings per share

Better than expected

.....Net....First Call

..... income.....mean

..... (or loss)..... estimate

Adobe Systems.....47 cents (1).....43 cents

Alloy Online.....(28 cents) (1).....(30 cents)

ASM Lithography..... \$ 1.69 (1)..... \$ 1.67

Audiovox..... 25 cents.....22 cents

Barnes & Noble.....\$ 1.27 (1)..... \$ 1.25

Blyth Ind.....57 cents.....56 cents

Cost Plus..... 82 cents.....80 cents

Elder-Beerman.....76 cents (1)..... 75 cents

Emisphere Tech.....(63 cents)..... (\$ 1.02)

Hibbett Sprt Gds... 41 cents.....40 cents

Merix.....24 cents... 19 cents

Nike..... 52 cents.....50 cents

Paychex.....20 cents.....19 cents

Schleicher & Schvell..11 cents..... 6 cents

Tektronix.....30 cents (1).....23 cents

Texas Industries... 64 cents.....45 cents

Urban Outfitters.. 31 cents.....30 cents

On target

Cintas..... 29 cents

Horizon Health..... 27 cents

EARNINGS; DAILY INVESTING REPORT The Atlanta Journal and Constitution March 17, 2000, Friday,

Jabil Corp.....37 cents
RDO Equip A..... (13 cents)

Below expectations

IDT Corp.....4 cents (1)..... 6 cents
RailAmerica.....17 cents (1).....23 cents

Parentheses indicate loss.

....(1) From continuing operations

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Edmonton Journal (Alberta)

January 7, 2000 Friday Final Edition

Nike probes claim jerseys poisoned

SOURCE: The Edmonton Journal

SECTION: World; Pg. A10

LENGTH: 110 words

DATELINE: Berlin

Nike said Thursday it is investigating charges that its jerseys for a popular German soccer club are laced with a toxic anti-bacterial chemical. German department stores weren't waiting and were pulling the shirts off shelves.

The action followed a German television report that the yellow-and-black jerseys contained tributyltin, a heavy-metal compound used in anti-barnacle paint for ships.

Also used to kill bacteria and quell the smell of sweat, TBT would seem an ideal additive for sports shirts. But British and Dutch tests have shown the substance to cause mutations in marine snails. The World Wildlife Fund is calling for a global ban on it.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: News; Brief

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The Independent (London)

May 11, 2000, Thursday

NIKE AIMS TO CORNER THE MARKET IN HI-TECH DEVICES FOR THE E-ATHLETE

BYLINE: Bill McIntosh**SECTION:** BUSINESS; Pg. 19**LENGTH:** 315 words

EVERYBODY ELSE is doing it and now **Nike** is doing it too: going digital, that is.

From July, the sportswear company will offer a new line of sports-focused electronic accessories. Among the products being developed in **Nike's** "Techlab", are a digital audio player, a hi-tech walkie talkie, a portable heart-rate monitor and a watch for Alpine sports enthusiasts that features a compass and altimeter.

Clare Hamill, vice-president of **Nike's** equipment business said: "Athletes are demanding more information. Our mission is simple: to lead the convergence of sport and technology."

Symbolic of **Nike's** new departure is its portable sport audio (PSA) player based on MP-3 technology. With research showing nearly two-thirds of people who buy portable music players using them during workouts and other leisure pursuits, **Nike** believes it makes sense to offer a product that, unlike portable CD players, has no moving parts.

The PSA is built around a 64-megabyte chip that holds up to 120 minutes of digital music files. They can be downloaded from the internet or converted from CDs and because MP-3 is chip-, not disc-based, it is power efficient, light and can't skip. Unlike Diamond's popular Rio model, however, the **Nike** product will be oval in shape, allowing it to fit into a pocket or be worn on the body.

For snow-boarders and other Alpine sport enthusiasts, **Nike** have the Ascent Compass, a wrist piece that combines altitude, weather, thermometer and navigation functions.

For joggers, the Oregon-based company will update its Triax ergonomic running watch with a new 100 model that offers heart rate information, a full chronograph and lap timing. Although **Nike** wouldn't provide sales projections for the digital products, the company hopes to match the success of the original Triax watch, which has sold around 2.5 million units since its launch in 1997.

LOAD-DATE: May 11, 2000**LANGUAGE:** ENGLISH

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Manchester Evening News

October 21, 2000

Shirt pulling on edge of Umbro penalty area

SECTION: BUSINESS; Pg. 1**LENGTH:** 373 words

MEGA-RICH Manchester United may be heading towards a contentious fixture in the law courts over revelations that it has signed a multi-million pound kit deal with US leisure giant **Nike**. United's current deal with Cheadle-based Umbro expires at the end of next season. But since news of the **Nike** link-up leaked out, Umbro has been weighing up the potential cost in terms of lost sales in replica shirts.

No-one was saying anything publicly this week, either at Old Trafford or at Umbro's headquarters. Within Umbro's own walls, however, executives are reportedly seething that the **Nike** deal has become public knowledge and it is believed they have consulted legal advisers.

United confirmed in a short statement to the Stock Exchange last month that it was in negotiations with a major sportswear manufacturer." Further revelations were expected two weeks ago with the club's annual financial results. **Nike**, however, reportedly insisted on trying to keep the lid on the news as it was not then ready to complete.

Speculation has valued the United-**Nike** tie-up at as much as GBP 20m a year over 15 years. It was a week of glum news from the High Street. Arcadia, the troubled clothing retailer announced it was closing 55 stores - on top of the 400 announced in April.

Arcadia made a loss of GBP 8.5m on sales of GBP 1.995bn after an exceptional charge of GBP 144m associated with the shake-up. Last year, the chain's profits were GBP 46.7m. Menswear was particularly badly affected. Chief executive John Hoerner, however, said he was heartened by the start Arcadia had made to the current year with like-for-like sales up 4.8 per cent in the first seven weeks of the first half. Glum news, too, for Debenhams. The department store group reported a GBP 9m slump in full-year profits. But finance director Matthew Roberts insisted he was more than satisfied with the performance in the light of toughening conditions on the nation's high streets. Its Trafford Centre store had performed particularly well.

Increased spending on the Internet, home shopping and advertising accounted for more than GBP 11m of Debenhams' budget. We are pleased with our performance," said Mr Roberts.

LOAD-DATE: May 11, 2001**LANGUAGE:** English**GRAPHIC:** Champions' choice . . . United players wearing Umbro shirts - but for how long?

Shirt pulling on edge of Umbro penalty area Manchester Evening News October 21, 2000

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San Jose Mercury News (California)

September 3, 2000 Sunday MORNING FINAL EDITION

CARTER, SWOOPES LEAD U.S. SQUADS CONSUMER GROUPS PLAN NIKE PROTEST

BYLINE: MERCURY NEWS WIRE SERVICES**SECTION:** SPORTS; Pg. 2C**LENGTH:** 549 words

Vince Carter and Sheryl Swoopes led the way as the U.S. Olympic men's and women's basketball teams outclassed their opponents Saturday in Honolulu.

The men were never really in danger of being outscored, and Carter kept them from being outperformed.

Carter unleashed a series of highlight-reel dunks in the second half to answer an array of spectacular plays by a team of collegians as the Olympians beat the U.S. Select Team 111-74, winning their second exhibition team.

And fresh off helping the Houston Comets win their fourth straight WNBA title, Swoopes joined the U.S. women's team for its game against Brazil and led the Americans to a 75-53 victory.

Swoopes, the WNBA's regular-season MVP, had 18 points and six rebounds. Lisa Leslie added 15 points and Yolanda Griffith 13 in the tuneup game for the Sydney Games.

The United States trailed early but turned to a tight man-to-man defense in the second half and pulled away.

OLYMPICS:

Consumer groups plan to protest against **Nike** before the Sydney Games, accusing the company of breaching labor standards. On Monday, anti-**Nike** group NikeWatch plans to launch a report into workplace practices at **Nike's** Indonesian factories, in which the group says workers are earning as little as 40 cents an hour to make **Nike** products. NikeWatch is planning events in Sydney, Melbourne, Perth and Adelaide and a mock Olympic opening ceremony in the days before the official event. . . . Chinese race walker Liu Yunfeng has been kicked off the Olympic team after failing a drug test, the China Daily newspaper in Beijing reported.

MOTOR SPORTS:

Dario Franchitti set a track record on the way to earning the pole position for the Vancouver Molson Indy, part of the CART FedEx Series. He covered the 1.781-mile, 12-turn temporary street circuit in 1 minute, 0.404 seconds, a speed of 106.144 mph. . . . Defending champion Cory McClenathan stayed atop Top Fuel qualifying for the 46th U.S. Nationals, drag racing's most prestigious event. No one bettered the quarter-mile run of 4.655 seconds at a top speed of 317.57 mph that McClenathan posted Friday. Shirley Muldowney, making a return to NHRA competition at this event, is qualified 14th with a 4.779 at 306.53.

SOCCER:

CARTER, SWOOPES LEAD U.S. SQUADS CONSUMER GROUPS PLAN NIKE PROTEST San Jose Mercury
News (California) September 3, 2000 Sunday MORNING FINAL EDITION

Rejuvenated Germany, with a goal from 20-year-old Sebastian Deisler, beat visiting Greece 2-0 on the first big day of European qualifying for the 2002 World Cup. Poland also found a new talent in a 3-1 win at Ukraine as Nigerian-born Emmanuel Olisadebe scored twice in Kiev to disappoint a crowd of 50,000. In one of the day's biggest upsets, Norway, which reached the second round of the World Cup two years ago, was held to a scoreless tie at home against lightly regarded Armenia. In an exhibition game, England played a 1-1 tie at France as Michael Owen scored in the 85th minute in Saint-Denis, France.

BOXING:

Germany's Sven Ottke outpointed American Charles Brewer to retain his IBF super middleweight title in Magdeburg, Germany.

VOLLEYBALL:

The University of Minnesota defeated Cal 15-6, 15-6, 15-5 at the Silver Legacy/Ray Wersching Invitational in Reno. Candace McNamee led the Bears with 12 kills and 15 assists.

HOCKEY:

Colorado Avalanche Coach Bob Hartley has agreed to a one-year contract extension through the 2001-2002 season.

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

NOTES: SPORTS DIGEST

GRAPHIC: Photo;
PHOTO: Carter
[000903 SP 2C]

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The New York Post

April 6, 2000, Thursday

NIKE RUNS INTO \$10M SUIT FROM INJURED DOCTOR

BYLINE: DEVLIN BARRETT

SECTION: All Editions; Pg. 024

LENGTH: 152 words

A Manhattan doctor who tripped and fell while jogging filed a \$10 million suit against **Nike** yesterday, saying her sneakers were so badly designed, they caused the spill.

Dr. Deborah Faryniarz damaged a ligament in her wrist in the accident, which has left her career as an orthopedic surgeon in jeopardy, the suit in Manhattan federal court says.

She was running on the East Side in a pair of **Nike** Certitude cross-trainers last April when a lace from her right sneaker hooked on a back leather tab on her left sneaker, the suit says.

"She tripped, caught herself, and injured her right wrist," said her lawyer, James Kreindler. "She didn't trip on her shoelaces -- her sneakers had a defect that caused her to trip."

Kreindler said the company eventually changed the unsafe sneaker's tabs, making them of soft plastic less likely to snag a lace.

Nike officials could not be reached for comment.

LOAD-DATE: April 6, 2000

LANGUAGE: ENGLISH

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WALL STREET JOURNAL

May 9, 2000, Tuesday

WHO'S NEWS

SECTION: Section B; Page 14, Column 6

LENGTH: 21 words

Nike Inc says chairman and CEO Philip Knight will assume the additional titles of president and chief operating officer (S)

LOAD-DATE: May 9, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

Copyright 2000 The New York Times Company: Abstracts

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The Herald (Glasgow)

January 8, 2000

Rangers' shirt tests

BYLINE: William Tinning

SECTION: Pg. 9

LENGTH: 187 words

TESTS were carried out yesterday on Rangers football strips after it was claimed similar shirts supplied by sports giant **Nike** could contain a harmful toxic substance, writes William Tinning.

The sports goods manufacturer yesterday insisted there was no evidence that some of its British-made football shirts contained a chemical used on the bottom of sea vessels, which is also used to kill bacteria and quell the stench of excessive sweating.

The claim was made by a German television show which commissioned laboratory tests on shirts supplied to Borussia Dortmund.

The show claimed to have found traces of Tributyltin (TBT), which is said to cause mutations among sea creatures. It is also thought high levels of TBT in humans can cause neurological problems and damage the immune system and liver.

The Ibrox club has sold 250,000 replica **Nike** strips since last July - 72,000 through its own outlets. **Nike** also makes shirts for Arsenal.

A **Nike** spokesman yesterday said the Borussia Dortmund shirts were made by sub -contractors in Britain and strips for Rangers and Arsenal were made elsewhere.

LOAD-DATE: January 27, 2000

LANGUAGE: English

PUB-TYPE: Paper

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Hobart Mercury (Australia)

May 4, 2000, Thursday

Tiger shows claws with no to Nike

SOURCE: AP

SECTION: WORLD; Pg. 15

LENGTH: 287 words

TIGER Woods joined a two- day-old strike by TV and radio commercial actors when he refused to film an ad for **Nike**.

The world's top golfer had been scheduled to shoot a **Nike** commercial at Islesworth Country Club, his home course near Orlando, Florida. But he decided not to do it.

"There is a strike going on and we're abiding by it," said his agent, Mark Steinberg.

Woods's decision was greeted enthusiastically by the Screen Actors Guild, which authorised the strike along with the American Federation of Television and Radio Artists. About 135,000 actors are represented by the unions.

"We deeply appreciate the support of this international superstar," SAG spokesman Greg Krizman said.

Woods's deal with **Nike** was being renegotiated and could pay him a reported \$US80-90 million over five years. The golfer's TV commercials, including one in which he bounces a golf ball off a club head, have been eye-catching.

Union membership is mandatory for anyone who appears in more than one commercial, athletes included. The unions have vowed to picket film shoots proceeding with non-union actors or guild members not honouring the strike.

The strike centres on the pay structure for commercials. Actors get a minimum of about \$478 for a day's work and also get "pay-per-play" residuals of roughly \$50 to \$120 each time a spot airs on network television.

When it comes to cable TV commercials, however, performers receive only a flat fee of \$1000 or less for each 13-week, unlimited run.

With two-thirds of all TV ads now being made for cable, actors are demanding pay-per-play be extended to cable as well. But advertisers want to extend the flat fee from cable to the networks.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The Vancouver Province (British Columbia)

August 30, 2000 Wednesday Final C Edition

Carter denies Internet report he has agreed to join Nike

SOURCE: Associated Press; Canadian Press

SECTION: Sports; Pg. A49

LENGTH: 421 words

DATELINE: LAHAINA, Hawaii

LAHAINA, Hawaii -- Vince Carter denied an Internet report Tuesday that he has reached agreement with **Nike** on a six-year, \$30 million (\$44.5 million Cdn) endorsement contract.

"There's no deal. Everybody thinks they know everything that's going on with me. I'm tired of it, really," Carter said at the U.S. Olympic basketball team training camp.

"I just got out of a Puma suit, so how can I have a deal ready?"

"Everybody's jumping the gun."

The Toronto Raptors forward broke his contract with Puma last season, and an arbitrator recently ruled that Carter owes the company \$13.5 million, plus \$1 million in legal fees. The Web site HoopsTV.com reported that Carter's deal with **Nike** was agreed to, but a lawyer for Puma also disputed that.

"There isn't anything pending," said the lawyer, Norman Oberstein.

"We're just trying to work things out, and hopefully we will."

Talks are progressing "satisfactorily," Oberstein of the Los Angeles law firm Oberstein, Kibre and Horowitz told the Canadian Press.

Sales have slumped in recent years for **Nike**, the king of shoe marketing, and its stock prices have fallen about 29 per cent over the past 12 months.

Signing Carter, the NBA slam dunk contest champ, would be a major coup for **Nike**, giving the shoe giant perhaps the NBA's most popular and dominant player to market its products since six-time champion Michael Jordan.

Quoting anonymous sources, the Internet report said between \$18 and \$20 million of the \$30 million will go to Puma to free Carter from his previous shoe contract.

Oberstein said Carter would need permission from Puma to negotiate with **Nike**.

When asked if Puma had granted him that permission, he refused to comment, saying only that any agreement would be announced promptly.

Carter denies Internet report he has agreed to join Nike The Vancouver Province (British Columbia) August 30, 2000
Wednesday Final C Edition

The report said the three sides were ironing out the final details of the deal, with Puma demanding a cut of royalties generated by Carter's future with **Nike** shoes.

Nike spokesman Eric Oberman refused to say whether **Nike** has been negotiating with Carter.

"We don't comment on rumours or speculation and we have absolutely nothing to announce at this point," Oberman said in a telephone interview from Portland, Ore.

Carter's agent, IMG's Mark Steinberg was travelling and unavailable for comment.

HoopsTV.com is a 24-hour basketball news and entertainment Web site.

Carter is in Hawaii training with the U.S. basketball team, the so-called Dream Team, for the Sydney, Australia, Summer Games which begin Sept. 15.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Color Photo: (Vince) Carter, Leaving Puma

TYPE: Sports

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Korea Times

October 2, 2000, Monday

Gov't to Replace **Nike Missiles With New SAMs**

LENGTH: 139 words

The government is planning to replace its stock of **Nike** Hercules surface-to-air missiles, which, due to their advanced age and tendency to misfire, have become a liability.

The Defense Ministry has reflected costs in replacing the missiles in defense budget and will decide on the new type of SAM by June next year," said an official at the National Assembly Defense Committee.

The type of missile the ministry is considering introducing is the U.S.-made PAC-3, the newest version of the Patriot missile, or the Russian-made S-300, the official said.

The official explained the need for a new missile. Though inter-Korean cooperation and reconciliation have been taking shape on the Korean peninsula, a supply of dependable surface-to-air missiles is necessary for failsafe national defense," he said.

LOAD-DATE: October 05, 2000

LANGUAGE: ENGLISH

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The Vancouver Sun (British Columbia)

February 9, 2000, Wednesday, FINAL

Nike shares fall to year low on lower earnings warning

SECTION: Business; D2

LENGTH: 98 words

DATELINE: BEAVERTON, Ore.

BEAVERTON, Ore. -- Shares of **Nike** fell nearly 19 per cent Tuesday after the athletic shoe maker said it will not meet earnings expectations for fiscal 2000.

In a statement, **Nike** said it still expects its earnings per share to grow 20 per cent despite a shakeout in the U.S. retail industry, but profit per share could fall below the current estimates of \$2.08 by Wall Street analysts. A 20-per-cent increase would mean earnings of about \$1. 99 a share.

Investors sent the stock down \$8.37 to \$36.87 US -- a 52-week low -- on the New York Stock Exchange.

LOAD-DATE: February 9, 2000

LANGUAGE: ENGLISH

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Herald Sun (Melbourne, Australia)

May 4, 2000, Thursday

Tiger's strike delays shoot

BYLINE: CHRISTINE JACKMAN

SECTION: WORLD; Pg. 35

LENGTH: 273 words

TIGER Woods threw a potential \$150 million contract into jeopardy yesterday by choosing to join the ranks of thousands of striking minor-league actors instead of shooting a **Nike** commercial.

Nike was due to shoot the latest ad in a popular series starring the golfing prodigy when Woods announced he was supporting the Screen Actors Guild's campaign to get better pay for commercials.

"There is a strike going on and we're abiding by it," his agent, Mark Steinberg, said in a brief statement.

Woods' sponsorship deal with **Nike** is being renegotiated, with industry commentators predicting he could easily earn up to \$150 million over five years under the new contract.

The extraordinary popularity of his ads, particularly one in which he expertly bounces a golf ball off a club head, ensures **Nike** will probably not complain too loudly about Woods' no-show at the scheduled shoot at Islesworth Country Club, his home course near Orlando, Florida.

But the company was clearly concerned the ad, which it had hoped to release on June 15 for the start of the US Open, would not be finished in time.

Nike spokesman Mike Kelly said it was unclear when Woods would be available.

"The last I heard it was to be rescheduled," Mr Kelly said.

"Tiger's schedule is pretty hectic so it's hard to say. It may be a couple of months, it may be a couple of weeks."

Woods' move ensured the strike, which involves 135,000 actors but so far has attracted limited attention, was thrown into the headlines.

"We deeply appreciate the support of this international superstar," Screen Actors Guild spokesman Greg Krizman said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Independent (London)

September 6, 2000, Wednesday

FOOTBALL: FERGUSON IS TEMPTED BY ROLE AT NIKE**BYLINE:** Alan Nixon**SECTION:** SPORT; Pg. 24**LENGTH:** 501 words

ALEX FERGUSON may turn his back on Manchester United when his contract expires in two years time and join forces with the sportswear manufacturer, **Nike**, who is head-hunting him to become its football ambassador.

Talks between the United manager and the United States-based company are at an advanced stage and Ferguson may sign a lucrative deal shortly. "I've got a lot of offers already," Ferguson said. "One offer I've got is really staggering. It would be a four-year contract for a huge amount of money and would involve a lot of travelling.

"I have to ask myself how much I want to do once I retire. I do want to protect some time, to be able to travel and so on. The way it is looking at the moment, I'm going to have to refuse a lot of people and just take on enough to keep me active and happy."

Ferguson has been targeted by the firm as an ideal man to front its push for top football contracts with clubs and players worldwide. The salary being discussed is around pounds 1m a year for four years.

Nike may even be willing to offer Ferguson the job on a part-time basis, leaving him to keep other interests in football and horse racing. However, it would be too demanding a job to allow Ferguson to work at United in a significant capacity and will be the end of his association with the club if **Nike** is successful in its move.

Ferguson is intent on retiring from Old Trafford when his present contract expires. Despite United's new chief executive, Peter Kenyon, claiming that he would like him to stay, talks with **Nike** are ongoing and progressing well. Ferguson's affairs are being handled by a Manchester-based agency and he is extremely interested in the job.

Nike already has several top footballers and clubs on its payroll. But in a competitive market it wants to stay ahead. With United's fame and his own reputation, Ferguson could open doors for **Nike** by finding the best players and talking to clubs about signing up.

Ironically, United's kit is manufactured by **Nike's** rivals, Umbro, a deal that **Nike** has coveted for years. Now, however, the fight is between United and **Nike** for Ferguson's services - and at present the sportswear company is favourite.

Ferguson would like to remain involved with United while pursuing other interests, such as his work with Uefa. "I'd like to stay involved. I'll certainly keep going to matches and I'll carry on living in the area," he said. "Some people ask if I'm looking forward to being able to move back up to Scotland. 'You must be joking' I have to tell them - it is too bloody cold up there! I'll certainly carry on with the Uefa working party I'm on."

Ferguson repeated his intention to stand down as manager and he feels United may change the coaching set-up when he

FOOTBALL: FERGUSON IS TEMPTED BY ROLE AT NIKE The Independent (London) September 6, 2000,
Wednesday

goes. "They'll probably change it and probably have a first-team coach," he said. "I thought it was important to announce well in advance the point at which I would stop doing the manager's job and to allow the club to look ahead."

LOAD-DATE: September 6, 2000

LANGUAGE: ENGLISH

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THE JOURNAL (Newcastle, UK)

January 7, 2000, Friday Edition 2

Nike kits in health scare

SECTION: NATIONAL NEWS, Pg. 14

LENGTH: 109 words

Sports goods manufacturer **Nike** last night called on Britons not to panic after reports some of its football shirts were laced with a toxic chemical.

Fears were raised over the safety of the **Nike**-made shirts of German side Borussia Dortmund after a German TV show commissioned lab tests on the kit.

The TV show claims the shirts contain a chemical which is used in anti-barnacle paint on ships and also used to kill bacteria and quell the stench of sweating.

Tributyltin in humans is believed to cause neurological problems, damage the immune system and harm the liver.

Borussia Dortmund still plans to wear the shirts on Saturday.

LOAD-DATE: January 8, 2000

LANGUAGE: ENGLISH

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The New York Times

June 22, 2000, Thursday, Late Edition - Final

Nike Web Site Is Taken Over By Protesters

BYLINE: By MATT RICHTEL

SECTION: Section C; Page 2; Column 4; Business/Financial Desk

LENGTH: 381 words

Protesters took control of the Nike Web site yesterday and redirected visitors to a site urging organizations to gather at and disrupt a world economic summit meeting planned for later this year in Australia.

Nike, the footwear company, said the action made its site inaccessible for up to 7 hours to some visitors starting at 10 a.m. Eastern time yesterday -- and the company said it was working with law enforcement officials to determine the group responsible for the attack.

"We don't think it'll be too hard to find out who did it," said Corby Casler, a company spokeswoman, adding that it is unclear whether the company or government would be able to take any action in response to the attack. "Knowing who did it and being able to prove it are two different things."

Ms. Casler said that the Web site that was attacked is the main e-commerce site for Nike, but that it was too soon to tell whether the company lost revenue, and, if so, how much.

Nike, though it has come under attack for its treatment of workers at overseas factories, which critics say are sweatshops, is not the first to have its Web site redirected or defaced by so-called hacktivists. Groups opposing a variety of corporate and government activities have increasingly taken to cyberspace to put their own messages in place of an institution's Web site.

In this case, the Nike site was redirected to a site of an organization called S11 Alliance, based in Australia. On the site, the group is described as a network of groups and individuals concerned about "the growth of corporate power and the direction of globalization."

It is unclear if S11 was involved in the actual redirection. E-mail inquiries sent to S11 were not returned.

The organization's Web site calls for protesters to use nonviolent means to shut down the World Economic Forum 2000, a gathering of economists, academicians, executives and government officials, to be held on Sept. 11-13 in Melbourne, Australia.

The site does not specify particular grievances against Nike, except to include it on a list of World Economic Forum participants, along with companies like Exxon Mobil, Honeywell, McDonald's, Phillip-Morris and Amazon.com.

"Nike is used to dealing with this type of thing," Ms. Casler said.

<http://www.nytimes.com>

Nike Web Site Is Taken Over By Protesters The New York Times June 22, 2000, Thursday, Late Edition - Final

LOAD-DATE: June 22, 2000

LANGUAGE: ENGLISH

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The Straits Times (Singapore)

Black Nike T-shirt led to youths' arrest

October 20, 2000

A BLACK **Nike** T-shirt gave police the vital clue in tracking down three youths suspected of stealing 25 vehicles for joyrides over the last few months.

One of the youths, an 18-year-old, had provided the investigation team with valuable video footage.

Senior staff sergeant Kumar Vellasamy, one of the team members, said: "The suspect was caught on closed-circuit security camera wearing the T-shirt."

The youth was also spotted wearing the same T-shirt at various crime scenes in the Jurong area and when loitering in carparks with his accomplices, aged 21 and 22.

All three are believed to have started their crime spree from July.

The police said they had used duplicate keys to break into the vehicles -- mainly old cars and vans -- at public carparks in Jurong, Boon Lay and Chua Chu Kang housing estates.

They took the vehicles for joyrides. If a stolen car ran out of petrol, they would abandon it and steal another one.

But it was the end of the road for them on Wednesday, when they were rounded up.

A team of 11 officers from the Jurong Police Division arrested them at 11 am near a Jurong West block of flats.

The stolen vehicles have all been recovered by the police.

The police team's investigations led them to a petrol kiosk in Jurong West, one at which nearby residents had informed them was frequented by the three youths.

And it was at the kiosk that police officers found the video footage of the 18-year-old culprit.

SECTION: Home; Pg. 58

LENGTH: 245 words

LOAD-DATE: October 20, 2000

LANGUAGE: ENGLISH

GRAPHIC: A suspect was caught wearing the black **Nike** T-shirt on closed-circuit security camera.

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WALL STREET JOURNAL

February 14, 2000, Monday

SMALLER COMPANIES AND EXTREME SPORTS CONQUER THE SPORTING-GOODS INDUSTRY

SECTION: Section B; Page 13B, Column 2

LENGTH: 54 words

The sporting-goods industry, once dominated by **Nike** Inc and its stable of athlete superstars, is being taken over by dozens of smaller companies endorsed by the likes of skateboarders, stunt bike riders and rock stars; the shift is evident at the Super Show in Atlanta, the nation's biggest sporting-goods trade show (M)

LOAD-DATE: February 15, 2000

LANGUAGE: ENGLISH

JOURNAL-CODE: WSJ

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Herald Sun (Melbourne, Australia)

September 20, 2000, Wednesday

Horror Nike ad dropped

SOURCE: REUTERS

SECTION: NEWS; Pg. 6

LENGTH: 182 words

NBC has dropped a commercial for **Nike** featuring a female Olympic runner being pursued by a chainsaw-wielding man.

A spokesman said the ad, which was aired in the US over the weekend as NBC kicked off its coverage of the Olympics, had been pulled because of complaints.

"We were fully prepared to react quickly", said spokesman Rick Gitter.

NBC had accepted the ad "with some trepidation" and "subject to significant adverse audience reaction", he said.

The spot was part of a campaign with the theme "Why Sport?" promoting **Nike's** sponsorship of the Games.

In a spoof of horror movies, the commercial featured US Olympic runner Suzy Hamilton being chased by a masked man through a house and then into dark woods.

She puts on a burst of speed and leaves the man panting in the dust.

As he drops his weapon, the words appear on the screen: "Why sport? Because you'll live longer".

There was no immediate comment from **Nike**, but a spokeswoman for the ad agency told the New York Times that although it had expected complaints, it was unfortunate NBC had dropped the ads.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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St. Petersburg Times (Florida)

February 09, 2000, Wednesday, 0 South Pinellas Edition

BRIEFLY**SECTION:** BUSINESS; BRIEFLY; EARNINGS; Pg. 6E**LENGTH:** 1012 words

BUY.COM DOUBLES ON FIRST DAY: Buy.com Inc. shares almost doubled in its first day of trading after it raised \$ 182-million. Shares in Buy.com, whose Web sites sell everything from computers to golf clubs, sold at \$ 13 in the IPO. Its shares closed at \$ 25.12 1/2. Buy.com sold the 14-million shares, or 11 percent of the company, to raise money to cover losses incurred while it expands. The company's euphoria was tempered when it was hit by what has become a rash of Internet vandal attacks. Buy.com said a deluge of false traffic blocked the site's use, similar to a three-hour crash of Yahoo Inc.'s site Monday. Electronic vandals also disrupted the Web sites of eBay and Amazon.com with similar assaults.

REUTERS MOVES TOWARD INTERNET: Reuters Group said it plans to spend \$ 802-million to transform the 150-year-old news organization into an Internet company that delivers instant financial data to consumers as well as financial institutions worldwide. Reuters said it plans over the next four years to move its services to the Internet from its current satellite delivery system, targeting the estimated 40-million individuals who now view Reuters information on Web sites served by the company. The London-based company also said its 1999 earnings rose 9 percent, but it said its growth was hampered in part by Y2K computer concerns.

STORE CLOSINGS TO HURT NIKE: Nike Inc. warned that retailers' plans to close hundreds of sporting goods stores will hurt the athletic shoemaker's earnings this fiscal year and next. Sales fell 8.1 percent last year as people switched to dressier styles and stores cut prices to clear out Nike's surplus sneakers and clothes. Venator Group Inc. last month said it plans to close about 150 Foot Locker, Lady Foot Locker, Kids Foot Locker and Champs sporting goods stores, while Just For Feet Inc. said in October it would close about half the chain's 85 stores. Nike shares dropped \$ 8.56 1/4, or 19 percent, to \$ 36.68 3/4.

EBAY, GO.COM FORM PARTNERSHIP: EBay Inc., the largest Internet auctioneer, and Walt Disney Co.'s Go.com Internet network said they are working together to create auction areas on Disney's Web sites. Under the four-year agreement, eBay will become the online auction house for all of Disney's Internet properties, including the Go Network. The two companies will create auction sites to sell Disney products, including items from Walt Disney Studios and its ESPN and ABC networks. Financial terms weren't disclosed.

LARGO COMPANY GETS STAKE IN

ONLINE VENTURE: Largo-based Cox Target Media has acquired a 32 percent stake in BrightStreet.com, a Mountain View, Calif., startup backed by venture capital. The price was not disclosed. BrightStreet has developed an Internet site that makes promotional offers including coupons, free samples and rebates while keeping a running tabulation of the consumers who request them. Cox, a unit of Atlanta-based Cox Enterprises, owns the Val-Pak and Carol Wright direct mail coupon networks. Its current Web site offers only electronic coupons.

TREASURY AUCTION: The Treasury Department on Tuesday sold \$ 12-billion of 4 3/4-year notes at a yield of 6.741 percent. Tenders totaled \$ 22.8-billion. At the Nov. 9 auction, the notes yielded 5.888 percent.

Earnings

Reptron Electronics Inc.

The Tampa electronics manufacturer and distributor narrowed its loss in the fourth quarter ended Dec. 31 after sales increased 33 percent. Year-end results include a onetime gain of \$ 12.8-million from the company's bond repurchase program.

	4thQtr	Year Ago
Revenue	\$ 107.2-mil	\$ 80.8-mil
Net Income	-\$ 563,000	-\$ 9.2-mil
Per Share	-9 cents	-\$ 1.50

	Year	Year Ago
Revenue	\$ 359.2-mil	\$ 302.8-mil
Net Income	\$ 4.8-mil	-\$ 13.1-mil
Per Share	78 cents	-\$ 2.15

Lincare Holdings Inc.

The Clearwater home oxygen company said revenues increased 19 percent for the year ended Dec. 31 despite reductions in Medicare reimbursements.

	4thQtr	Year Ago
Revenue	\$ 152.4-mil	\$ 130.3-mil
Net Income	\$ 26.4-mil	\$ 23.7-mil
Per Share	47 cents	40 cents

	Year	Year Ago
Revenue	\$ 581.8-mil	\$ 487.4-mil
Net Income	\$ 100.7-mil	\$ 85.3-mil
Per Share	\$ 1.74	\$ 1.44

Aetna Inc.

The health insurer posted stronger-than-expected income for the quarter ended Dec. 31, but the Hartford, Conn., company's stock slid nearly 18 percent after it said it was having trouble controlling rising medical costs. Aetna shares fell \$ 9.87 1/2 to \$ 45.87 1/2 as of 4:30 p.m. on the New York Stock Exchange.

	4thQtr	Year Ago
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BRIEFLY St. Petersburg Times (Florida) February 09, 2000, Wednesday, 0 South Pinellas Edition

Revenue	\$ 6.3-bil	\$ 4.29-bil
Net Income	\$ 134.5-mil	\$ 231.8-mil
Per Share	92 cents	\$ 1.50

	Year	Year Ago
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Revenue	\$ 26.5-bil	\$ 20.6-bil
Net Income	\$ 716.9-mil	\$ 848.1-mil
Per Share	\$ 4.72	\$ 5.41

Barnes & Noble.com

Sales in the quarter ended Dec. 31 more than tripled from a year ago, but its losses widened as the Internet retailer spent heavily during the holiday season to lure shoppers to its Web site.

	4thQtr	Year Ago
--	--------	----------

Revenue	\$ 82.13-mil	\$ 25.88-mil
Net Income	-\$ 38.36-mil	-\$ 31.35-mil
Per Share	-27 cents	-27 cents

	Year	Year Ago
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Revenue	\$ 202.57-mil	\$ 61.83-mil
Net Income	-\$ 102.4-mil	-\$ 83.15-mil
Per Share	-77 cents	-72 cents

LOAD-DATE: February 9, 2000**LANGUAGE:** ENGLISH**TYPE:** DIGEST

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The Independent (London)

November 4, 2000, Saturday

FOOTBALL: NIKE DEAL NETS UNITED POUNDS 303M**BYLINE:** Nick Harris**SECTION:** SPORT; Pg. 32**LENGTH:** 438 words

MANCHESTER UNITED enhanced their status as the world's biggest football club last night by confirming the game's largest ever sponsorship package, a 13-year deal with the sportswear manufacturer, **Nike**, worth pounds 303m.

The "strategic alliance", which starts when United's current kit deal with Umbro expires in August 2002, will make **Nike** the team's official sponsors and kit supplier and will also give it the global rights to all United merchandise and retail operations. According to a statement released to the stock exchange, **Nike** will also become "the operator of Manchester United's global retail operations". In practice this will involve **Nike** spreading the United brand around the world.

The deal could be even more lucrative to United, who will get half of **Nike's** net profits generated from the licensing and retail operations, providing they stay in the top half of the Premiership and play in Europe.

To put the deal into perspective, it works out at pounds 23.3m a year for United. A statement from the club's plc said: "Manchester United intends to use the proceeds for general corporate purposes". This is likely to include spending on new players, wages and development of United's already extensive international set-up.

The deal announced yesterday dwarfs the pounds 30m four-year shirt sponsorship deal that United have with Vodafone - itself a record when it was signed - and the only comparable arrangement is the sponsorship deal **Nike** have with the Brazilian national side. A spokesman for United appeased fears that United - like Brazil - would have to play an extensive programme of exhibition matches for **Nike**. "United are likely to play some overseas games for commercial reasons," he said, "but there is no contractual commitment to do so".

United and **Nike** will set up a subsidiary company to control the global operation, each appointing half the directors. **Nike** will appoint the chairman, who will have the casting vote, and the sportswear company will also have the option to terminate the deal after six years if it should wish to do so.

Nike and United will also launch a grass-roots programme aimed at young players, with the pounds 1m-a-year running costs funded by **Nike**.

The sponsorship announcement came on the day that United's manager, Sir Alex Ferguson, said that he hoped his assistant, Steve McClaren, may succeed him at Old Trafford. "Steve has been brilliant since he came here," Ferguson said. "He has shown a willingness to learn. It is not my decision to make, but I would have thought all the credentials were there for Steve to take the job."

FOOTBALL: NIKE DEAL NETS UNITED POUNDS 303M The Independent (London) November 4, 2000, Saturday

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

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The Times (London)

September 16, 2000, Saturday

Tiger to swing for billion dollars

BYLINE: Ian Brodie in Washington**SECTION:** Overseas news**LENGTH:** 404 words

Tiger Woods will cap his record year on the golf course with a new endorsement contract with **Nike** worth about Pounds 70million that may become the richest individual marketing deal in sports history.

The five-year agreement takes effect next year when his existing Pounds 28million contract expires. With so many years of playing ahead of Woods, 24, the new contract confirms the view of several American financial analysts that he will become sport's first billion-dollar man.

Bob Wood, **Nike's** golf president, said yesterday that the size of Woods's recompense could increase during the life of the contract because it has been structured to pay him more as **Nike's** golf business expands. "The better we do, the better he does," the executive explained, without going into details.

The contract could become more lucrative than any of those signed with **Nike** by Michael Jordan, the retired star of the Chicago Bulls basketball team, Mr Wood said.

Jordan, 37, now president of basketball operations for the Washington Wizards, is still coining money from his endorsement deals with **Nike**, Gatorade and other companies. He remains ahead of Woods. Fortune magazine puts his net worth at \$ 430million (Pounds 305million) compared with \$ 150million (Pounds 105million) for Woods. Even this year Jordan will be ahead in endorsement income, about Pounds 50million to about Pounds 30million for Woods. But time is on Woods's side; he could still be playing in 30 years.

Woods has won three successive major championships this year, the US Open, the Open and the US PGA. He is the youngest player to conquer the Grand Slam (his three wins this year and the US Masters he won in 1997) and has won nine tournaments this year, the most on the USPGA tour since 1950. In advertising parlance, he is a head-to-toe **Nike** man, wearing shoes, clothing, gloves and hats all bearing the firm's swoosh logo. He has also switched to **Nike** balls, and their market share is up from 1 per cent to nearly 4 per cent.

David Beckham is already a multimillionaire from playing and endorsements, though not in the Tiger class. SFX Entertainments, which represents the Manchester United and England player, would not discuss his income but analysts estimate that he has earned about Pounds 2million from playing and nearly Pounds 10million from endorsements for Pepsi, Adidas, Brylcreem, publishing, videos, games and clothing.

LOAD-DATE: September 16, 2000

LANGUAGE: ENGLISH

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USA TODAY

August 1, 2000, Tuesday, FINAL EDITION

Nike steps up to honor runner

BYLINE: Mike Dodd

SECTION: SPORTS; Pg. 3C

LENGTH: 274 words

Vernon James II never had the chance to fulfill his potential as an athlete, but he shares one distinction with Michael Jordan -- a Nike shoe in his honor.

James was one of the four members of the Prairie View A&M track team who was killed Feb. 10 when their van rolled over as they were en route to a meet in Pine Bluff, Ark.

His mother, Diana Brown of Suisun City, Calif., recently received from Nike 13 pairs of track spikes, with "VJ II" embroidered on the heel, to give to his teammates from Vallejo Senior High School.

"I wanted to keep his memory alive," Brown says of the request.

James, 18, was a member of Prairie View's 4x400 relay team as a freshman. He competed in football and track at Vallejo and received a track scholarship to the Division I school.

His high school friends have cut a CD in his honor, with proceeds going to a scholarship fund in his name set up by Vallejo High. Brown hopes to form a foundation to perpetuate full scholarships and is designing a cross-training shoe at Nike ID, a part of the firm's Web site in which customers can design their own shoes.

"This is my way of getting through this," Brown says. "I'm trying to keep busy doing positive things."

She says James was buried in his Vallejo track uniform and she first approached Nike about a pair of shoes for the uniform.

Fred Herlitz of Nike's running sports marketing division said the company felt the limited edition shoe for James' teammates was an appropriate gesture to honor an elite athlete.

It won't threaten the popularity of Air Jordans, but it's a valued

Nike steps up to honor runner USA TODAY August 1, 2000, Tuesday,

item at Vallejo High.

LOAD-DATE: August 01, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, B/W, AP for USA TODAY; Brown: Holds shoes created in honor of her son.

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The Evening Standard (London)

November 22, 2000

RONALDO'S COACH DENIES NIKI INTERFERERANCE**SECTION:** Pg. 87**LENGTH:** 259 words

FORMER Brazil coach Mario Zagallo has denied allegations that sportswear manufacturer **Nike** forced star player Ronaldo to ignore medical advice and play in the 1998 World Cup Final.

"I am no puppet," said Zagallo, who was testifying before a government commission set up to investigate corruption in Brazilian football.

Ronaldo played in the final in Paris despite claiming he had suffered convulsions only hours before the game, which France won 3-0. The team's sponsor, **Nike**, has denied charges that it persuaded Ronaldo to play despite his health problems.

Zagallo, who was sacked after the final and now coaches Rio de Janeiro club Flamengo, told the commission that he had been ready to put Edmundo into the team when Ronaldo arrived 45 minutes before the game, begging not to be dropped and guaranteeing hit fitness.

"He told me he was in perfect physical condition," Zagallo said. "He gave me the results of examinations taken by a French clinic, saying there was no problem. I picked the team. There was never any interference from **Nike** or the Brazilian Football Confederation. If there had been, I would have resigned."

He added, though, that on one occasion during the World Cup, the Brazil team had been forced to drive around Paris after training session to attend and **Nike**-sponsored event.

In the past year, Brazilian football has seen domestic chaos, poor results at international level and a series of scandals, one allegedly involving Wan-derley Luxemburgo, who was sacked as national coach in September.

LOAD-DATE: November 23, 2000**LANGUAGE:** English**PUB-TYPE:** Paper

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The Vancouver Province (British Columbia)

December 18, 2000 Monday Final Edition

Object of desire

SOURCE: The Province

BYLINE: Bet Gibson

SECTION: Hot!; Pg. A28 / FRONT

LENGTH: 53 words

How many people who buy **Nike** Shox, the company's jumpingest athletic shoe, will actually run, hop or jump in them?

Doesn't matter. The \$229.99 **Nike** Shox series promises perfect balance, and great cushioning.

The idea was to give the foot the same cushion suspension as that of a car's shock absorbers.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Color Photo: \$229.99 **Nike** Shox Series

TYPE: General

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The Independent (London)

May 17, 2000, Wednesday

LATEST **NIKE TRAINERS SPARK RIOT AS SHOPPERS DEMAND SILENCE**

BYLINE: Ian Herbert

SECTION: NEWS; Pg. 5

LENGTH: 242 words

IT WAS not about race relations, deprivation or capitalism, but the riot still managed to leave one policeman injured, eight people under arrest and a shopping centre closed for the day.

The issue that exercised the people of Leeds so much was, in fact, squeaky trainers.

A BBC TV's Watchdog programme had claimed pairs of the new pounds 100 **Nike** Air Max 95, which uses air bubbles as a cushion, had failed to lose an initial squeak, and left many viewers convinced they could exchange their shoes for a silent pair.

Dozens of customers arrived at the Foot Locker store, in the St John's shopping centre, on Friday clutching trainers - of all ages - and demanding new ones. Staff refused to comply, tempers became frayed and the police were called.

By noon the shopping centre was closed. Police said yesterday that of the eight people arrested, three - a boy of 15, a 20-year-old man and a woman in her twenties - had been charged with public order offences and assault and a 19-year-old woman had been charged with public order offences.

Foot Locker Europe, based in Holland, said a small number of the trainers had a manufacturing fault which had dislodged an air bubble, causing the squeaking.

"If people bring them back and it is found that the shoe is faulty we will replace them, but it doesn't mean people can bring trainers which are four or five years old," a spokeswoman said.

Leading article, Review, page 3

LOAD-DATE: May 17, 2000

LANGUAGE: ENGLISH

GRAPHIC: **Nike** Air Max: use air bubbles to cushion feet

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Sunday Mirror

October 1, 2000, Sunday

NIKE RUNS INTO A STORM; SPORTSWEAR GIANT QUILTS FACTORY IN CHILD LABOUR SCANDAL

BYLINE: Graham Johnson**SECTION:** NEWS; Pg. 14**LENGTH:** 551 words

SPORTSWEAR giant **Nike** has pulled out of a factory in Cambodia after being caught up in a child labour scandal.

Children as young as 12 are said to have been working seven days a week for just pounds 31 a month at the factory which manufactures clothes for **Nike**, who this week offered Manchester United a world record-breaking pounds 300million sponsorship deal.

The claims were made by investigators from the BBC's Panorama programme who spent weeks filming undercover at the factory in Cambodia. They found at least one underage child had falsified papers to get a job.

Alerted by Panorama, horrified **Nike** chiefs in Britain launched their own investigation and discovered another underage child working there.

A spokeswoman for **Nike** told the Sunday Mirror: "We are painfully aware of the situation at the June Factory in Cambodia. Panorama alerted us to the issues of child labour and informed us that at least one underage worker had falsified papers to gain employment at the factory.

"We immediately investigated, but as we have not seen the Panorama programme we cannot verify their findings.

"We did find another incidence of child labour ourselves. For this reason we decided to pull out of the factory because we do not tolerate child labour.

"The factory was already on probation because one of our audits discovered that they had been using too much overtime which is against our code of conduct. After reviewing the situation we have pulled out of the factory."

Nike has pledged to carry on paying wages to the children, who have been expelled from the factory, as long as they stay at school.

A spokeswoman for the BBC told the Sunday Mirror: "In a world where consumers increasingly demand that ethical business practice goes hand-in-hand with profit, **Nike** - a hugely successful international brand - markets itself as a company with a strict code of conduct."

Nike has previously been the target of demonstrations in the US over its employment of Third World workers.

In 1998 the company banned all of its 5,000 sub-contractors worldwide from using child labour amid public outcry.

NIKE RUNS INTO A STORM;SPORTSWEAR GIANT QUILTS FACTORY IN CHILD LABOUR SCANDAL Sunday
Mirror October 1, 2000, Sunday

Nike claims to enforce the Code of Conduct with rigorous ethical audits and has already stopped contracts with 11 factories in four countries for failing to comply. It recently signed up to the United Nations Global Compact which aims to bring about "the effective abolition of child labour".

Nike has agreed to adopt US Occupational and Health Administration standards for air quality inside factories, and to extend programmes to provide free education classes by 2002.

Nike kits out some of the world's most famous and highly-paid sports stars, including both the American and Australian Olympic squads and the Brazilian football team.

Golf sensation Tiger Woods, 24, recently signed a new sponsorship contract with the company worth pounds 70million. The five-year deal begins next year when his current deal, worth pounds 28million, comes to an end. Industry experts reckon it will help make him the first billion-dollar sportsman.

With more than 21,000 employees worldwide and a further 500,000 people in Third World countries working for sub-contractors, the company has annual sales of pounds 1.8billion and profits of over pounds 140million.

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

GRAPHIC: ANGRY: Protesters in New York early this year; MARK OF ACHIEVEMENT:; **Nike's** logo

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The New York Post

March 3, 2000, Friday

NIKE'S 'SOLE INFLUENCE' TURNS UP AT ST. JOHN'S**BYLINE:** Phil Mushnick**SECTION:** All Editions; Pg. 098**LENGTH:** 1120 words

A BIG part of the story, one that shouldn't come as a shock, has gone unreported. This on-going Erick Barkley/NCAA saga is rooted -- where else? -- in the cut-throat, flesh-peddling, basketball-corrupting, child-abusing sneaker business.

Maine Central Institute, where Barkley attended college (basketball) prep school, is a noted Nike mill, a school whose basketball program is funded by Nike. It serves as a Nike pipeline of young talent as they travel the now-standardized path between sneaker company-owned and operated summer AAU programs and sneaker company-owned and operated college basketball programs.

Nike, naturally, owns the hearts and minds of St. John's recruits and coaches. And that places St. John's among the overwhelming majority of big-time college-basketball programs that couldn't successfully compete without both the payola and influence delivered by a sneaker company.

"Sole Influence" is the most recent book exposing the sneaker cartel's insidious hold on basketball, starting at the junior high school level. A lot of good previous exposes have done; a lot of good this one will do. Exposing corruption and removing corruption are very different things.

"Sole Influence" authors Dan Wetzel and Don Yaeger identify Maine Central Institute as a Nike talent depot that warehouses players -- the academically deficient, those in need of stronger competition, those whose bodies could use an extra year to mature -- before they're delivered to Nike colleges.

In the book, we read of a high school star, 6-foot-10 Wesley Wilson from California, "choosing" Maine Central Institute over Winchendon prep school in Massachusetts because Winchendon is a "an adidas school." MCI is "a Nike school" and young Wilson belongs to Nike.

And the two most influential men in "amateur" basketball today are Nike's George Raveling and adidas' Sonny Vaccaro because they've got hold of their companies' checkbooks as the point men in service to what's serenely called "grass roots programs."

(Raveling, in a sustained disgrace, also is employed by Fox Sports Net as a college basketball commentator!)

Remember, if you want to know the real story in any sport these days, just follow the money. And we're not talking about a few thousand dollars that is alleged to have been paid illegally by an AAU/Nike team mentor to fund Barkley's stay at Maine Central Institute prior to his stay at St. John's/Nike.

We're talking about millions of dollars pumped in annually by sneaker companies in the name of creating a status-symbol frenzy on the street, purchasing high school and college basketball programs and landing the next

Michael Jordan while thoroughly corrupting amateur organized basketball.

And that corrupt process begins the moment a mere child is identified by a sneaker agent as a potential "PTPer, baby!"

i

GEORGE Steinbrenner is a remarkable man. Consider that he recognizes the latent mental disease within Darryl Strawberry, but he couldn't identify the clear and present kind in Howard Spira.

While it never made all the glowing obituaries attesting to his extraordinary qualities as a team and civic leader, Derrick Thomas, at the age of 33, left seven children by five women. And he was killed driving irresponsibly.

In advertisements heard this week over WFAN, Mike Francesa encouraged listeners to get out to Aqueduct for tomorrow's Stymie Handicap. That's a good idea, horseracing fans, especially since Aqueduct results normally aren't given over WFAN.

According to a company press release, an off-shore, on-line gambling sports book based in Venezuela paid off at 8-1 in its "Next NBA Player To Be Arrested" proposition last week when Anthony Mason was pinched. (Heck, the best you could do around here was 5-1). The same press release lists Ravens' LB Ray Lewis at 3-5 to be found guilty of murder.

FAN's Russ Salzberg has fully endorsed Mike Jarvis' since-recanted position that the NCAA, in the Barkley case, has behaved like the Gestapo. "That's exactly what it is: Gestapo tactics," Salzberg said Sunday. Salzberg should've done a little research on the Gestapo -- maybe even spoken with a Holocaust survivor -- before making such a disgusting statement.

Highly regarded Paul Beeston, No. 2 in MLB behind Bud Selig, is the in-studio guest on the thoughtful and revealing "Tim McCarver Show," Sunday at 5 p.m. on MSG (repeated Thursday at 9:30 p.m.).

i

THE latest tumult over the premature departure of a network from a live event -- Saturday, CBS dumped New York and ACC country out of Michigan State-Indiana with the game headed for OT in order to show the start of St. John's-Duke -- is one of those 50-50 calls that no network can hope to get right.

But networks can do a far better job softening such blows for victimized viewers.

In Saturday's case, CBS was able to delay, for a few minutes, the tip of SJU-Duke. And, as CBS Sports VP Mike Aresco has stated, had CBS chosen to stick with MSU-IU and that game had gone to a second OT, regional viewers might've missed the entire first half of SJU-Duke or had a double OT removed from view.

But that's little consolation to those who had invested two hours in the MSU-IU telecast, only to have it disappear at the start of OT.

While CBS, in this case, couldn't win, it would have diminished viewer angst by doing more to keep the abandoned game under constant surveillance:

1) Provide steady score update graphics. 2) Provide a live insert -- even if only for a few seconds -- of the abandoned game in order to show audiences that you're staying on the case. 3) Most important, if the abandoned game is going down to the wire, as the OT in MSU-IU did, get back to show the final 30-40 seconds, live.

If anyone gripes about losing a few seconds of first-half action to the final moments in a tight game that had been removed from regional view after two hours, then the viewer, and not the network, becomes the unreasonable party.

NIKE'S 'SOLE INFLUENCE' TURNS UP AT ST. JOHN'S The New York Post March 3, 2000, Friday

CBS should have shown those who favored the end of MSU-IU that it felt their pain. They would have recognized that CBS was in a tough spot but the network would do everything possible to make nice. This is what ESPN was able to do last week when matches within its Match Play Championship golf coverage ran long.

Maybe a network has to lose a 30-second commercial spot, or two, in order to do right by its audience, but it can be done.

LOAD-DATE: March 3, 2000

LANGUAGE: ENGLISH

GRAPHIC: BOSS STEINBRENNER Unremarkable. MIKE FRANCESA Unprofessional. DERRICK THOMAS Irresponsible. RUSS SALZBERG Inexcusable.

BAD ODDS: When Anthony Mason was arrested last week, one offshore sports book paid off bets, at 8-1 odds, that the Hornets star would be "next NBA player to be arrested." AP

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The Australian

April 28, 2000, Friday

Nike cries foul over counterfeit clobber**SECTION:** FINANCE; Pg. 25**LENGTH:** 112 words

Knockoff knockout: These Aussie fans of French tennis star Mary Pierce had better watch out - **Nike** is on the awrpath against clothing impersonators. **Nike** and Adidas-Salomon have sued Wal-MartStores in the US, accusing the world's largest retailer of selling T-shirts with counterfeit logos. They are demanding \$US1 million (\$1.7 million) for each faked style of T-shirt and join four other big sportswear companies who have sued Wal-Mart for selling knock-offs in the past two years. Wa;-Mart denies its discount Sam's Club stores are selling the duds, saying: "We are in the business of selling authentic name brands." Inset: the real Mary Pierce

LOAD-DATE: December 3, 2001**LANGUAGE:** ENGLISH**JOURNAL-CODE:** AUS

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The Australian

April 28, 2000, Friday

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LOAD-DATE: March 1, 2002**LANGUAGE:** ENGLISH**JOURNAL-CODE:** AUS

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The New York Times

June 4, 2000, Sunday, Late Edition - Final

When Nike Missiles Were Next Door

SECTION: Section 14LI; Page 21; Column 1; Long Island Weekly Desk

LENGTH: 168 words

So, there were nuclear tips on the **Nikes**, and that fact was not made plain to us. We are, I suppose, to be shocked and indignant.

As if.

As a boy in the 60's I was one of those who, from time to time with a school or Scout group, visited the **Nike** site in Lloyd Harbor, which your writer notes was not equipped with those warheads. That site was no more than a football toss or two from Lloyd Harbor School, where we learned to go under desks and hold our heads or line up in the hallway in the event of a nuclear holocaust.

The fact that we were ground zero in the event of an attack, and that the world was nuclear, was not exactly unclear to us. And whether or not the missiles were nuclear-equipped did not, in my mind at least, did not signify much.

It is of interest to me that the **Nikes** had nuclear warheads on them, to be sure. But we all felt threatened in those days, I think, by the general threat of nuclear war and our proximity to New York City.

GEORGE WALLACE

Huntington

<http://www.nytimes.com>

LOAD-DATE: June 4, 2000

LANGUAGE: ENGLISH

TYPE: Letter

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Contra Costa Times (California)

October 5, 2000 Thursday FINAL EDITION

LETTERS FROM OUR READERS

SECTION: OPINION; Pg. A14

LENGTH: 1154 words

Bullying Bud ad as scaryas **Nike** ad

I applaud Channel 4 for removing the ax-wielding **Nike** ad. However, I am just as concerned about a Bud Lite ad I feel is even more insidious. I am referring to the ad that depicts a marathon runner taking a man's Bud Lite during a race.

The man sets out after the runner, shoving people out of his way, even knocking some of them to the ground. This ad disturbs me because it depicts the bullying mentality that seems to be growing in our country; if I want something, I can do anything to get it no matter how it hurts other people.

The **Nike** ad was a shocker. This ad is not so far removed from reality and that's what scares me. I hope this ad is also pulled.

Anne Smith

Berkeley

Rewriting history?

The article compiled by Diana Kessinger (People column, Sept. 25) about Monica Lewinsky has a large factual error. The last paragraph states "Clinton's affair with Lewinsky led to his impeachment trial last year in the Senate. He was acquitted."

The truth is the United States House of Representatives impeached President Clinton. The United States Senate voted not to remove him from office.

There are far too many of us who followed the hearings and the trial to not know the truth. Is this an attempt to rewrite history?

I know from personal experience that you correct all factual errors on the back page of the front section of the newspaper. Surely you must realize by then the damage has been done.

There was a time when I believed the media (printed and televised) reported all the important news correctly without incorporating the reporter's personal views into the article. Most of the reporting in the mainstream media is allowing the reporters personal views to be included in their articles.

Whatever happened to journalism, when the journalist wrote their articles just reporting the facts? Fox News Channel is fast becoming an important competitor for fair and balanced reporting.

Linda Bertram

Antioch

D' for disarmament

I want to thank noted constitutional scholar Dave Wilcox of Walnut Creek (Letters, Sept. 26) for directing us to the historical literature contemporary to the drafting of the Second Amendment. Jefferson said, "I believe there are more instances of the abridgment of the people by gradual and silent encroachments of those in power, than by violent and sudden usurpations." (Virginia Constitutional Convention Proceedings, 6/6/1788.) Mason said, "To disarm the people is the best way to enslave them." (Elliott, Ed., The Debates in the Several State Conventions.) Madison, the amendments' author, describes "the advantage of being armed, which the Americans possess over the people of almost every other nation." (Federalist 46.) These echoes from the past are important if you prefer individual freedom to nanny government. With scant differences between the political parties on most issues, if you responsibly own a gun it is sad but true that "D" stands for Democrat and disarmament.

Terry Fries

Walnut Creek

Wrong from beginning

For over a year now we've been reading in the papers that Wen Ho Lee might be spying for China because he was born in Taiwan. Whose idea was that? The Taiwanese fear, mistrust even hate the Chinese.

Molly Brown Sestanovich

Moraga

Al a phony

Al Gore is such a phony. Surely, the American people can see through his transparent act. Buddhist temples, iced tea defenses, no controlling legal authority, inventing the internet, love story, Love Canal. What a joke. Holding his dying sister in his arms at the '96 convention, vowing to fight the evil weed. Then he was loudly and proudly hucking it and shucking before enthused Tennessee tobacco farmers, policing Hollywood while living in the hip pocket of Steven Spielberg and David Geffen, fighting for the little guy while living off Occidental Oil, the argesse of Armand Hammer. Millions of dollars of illegal Chinese money are coming in and the crown jewels of nuclear defense are going out. Gore is at war with the automobile, seizing huge tracts of Western land and scorching the Earth with uncontrolled burns. He is so beholden to the idea that he would trap our urban poor in perhaps the worst schools on the planet. In deception, dodge and duplicity, indeed, Gore learned at the knee of his master, whom even his admirers concede was one of the best.

Todd Reich

Brentwood

Concord supported

Thank you for Jack Chang's Sept. 20 coverage of Concord City Council campaign finance and the pledge of candidates Marcus O'Connell and Jack Novak not to accept campaign funds from known special interests.

Bill McManigal's entire \$9,000 campaign fund (reported through June 30) consisted solely of \$500 checks from people who do not reside in Concord. No wonder so many controversial issues before the Concord City Council have been decided in favor of special interests, and so little respect has been given to the concerns voiced by Concord residents and neighborhoods in public comment at City Council meetings.

Marcus O'Connell's campaign is supported broadly in Concord. To date more than 90 percent of the donations received are from Concord residents, the rest comes from long-standing friends. Most donations are in modest amounts. All are from people who are concerned about our general quality of life.

The right choice is clear.

Dan Bertuleit

Concord

Set a ZEV example

Mark DeSaulnier writes that "electric cars are essential in effort to reduce air pollution" (Perspective, Sept. 24). He advocates that zero emission vehicles be put to wider use. What kind of vehicles are DeSaulnier, the other members of the California Air Resources Board, county supervisors, state legislators and the governor driving? When they set the example by personally owning and daily operating electric cars to demonstrate their practicality, then the rest of us may be more inclined to do the same.

Mr. DeSaulnier, don't push lead the way.

Martin A. Snyder

Dublin

Gore promises empty

Al Gore has once again proven that actions speak louder than words. Gore promised this week to "free (America) forever from the dominance of big oil and foreign oil."

But Gore's actions have resulted in the opposite effect. Under Gore's watch, America has actually become more dependent on foreign oil than at any other time in history. Since 1992, our domestic oil production has decreased 20 percent while our oil consumption has increased 15 percent.

These results should not be surprising since we have simply had no energy plan under the Clinton/Gore administration. And now, as this crisis approaches a head, Gore still refuses to speak honestly about this problem.

Instead, Gore wants to cover-up the problem by releasing our oil reserve, although this would permanently cripple our dependence on foreign oil. Gore's failure to act over the last eight years renders his promises empty.

Greg Labarthe

Concord

LOAD-DATE: February 4, 2002

LANGUAGE: ENGLISH

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Daily News (New York)

February 25, 2000, Friday

LORCH RIDES OUT STORM

BYLINE: By MICHAEL O'KEEFFE DAILY NEWS SPORTS WRITER With Keith Goldberg

SECTION: SPORTS; Pg. 96

LENGTH: 758 words

Ernie Lorch, wearing a white turtleneck and an inscrutable grin, was in his usual seat - behind St. John's bench - for the Red Storm's win Monday against Connecticut.

The sold-out Garden was rocking, but Lorch, the director of the Riverside Church basketball program, sat like the hoops patriarch that he is, with bearing and dignity. Men with power and influence don't rant and rave, even when their team is upsetting the defending national champions.

And Lorch, whose program receives funding, athletic equipment and attitude from **Nike** - the world's biggest athletic shoe company - has more power and influence than just about anybody involved with New York City hoops.

"He's the most important man in New York City basketball," said Sonny Vaccaro, head of grass-roots basketball for adidas, **Nike's** main competitor.

Riverside's senior team almost always dominates the tournaments it plays in every summer. Former Johnnies Chris Mullin, Walter Berry, Malik Sealy, Mark Jackson and Ron Artest all played for Riverside. So did Jerry Stackhouse, Elton Brand and Kenny Anderson.

"Riverside is the Cadillac of traveling teams," said Dan Wetzel, co-author with Don Yaeger of "Sole Influence," a look at the impact of shoe companies on basketball.

Lorch and Riverside are fueled by the money the program receives from **Nike**, said Vaccaro.

Blame Michael Jordan.

Nike, adidas and other shoe companies have spent millions on youth basketball teams since the mid-'80s, when Jordan joined the NBA and signed on with the swoosh company. When the next NBA superstar comes along, a shoe company hopes he'll endorse its products because he's had a relationship with it since high school.

"The stakes are high. If **Nike** gives you money, they expect you to win. Ernie is beholden to **Nike**," Vaccaro said, who expects the same excellence from teams sponsored by adidas.

Lorch and Riverside refused to be interviewed for this story. **Nike** officials George Raveling and Don Crenshaw did not return numerous phone calls, and other **Nike** officials declined comment.

But Wetzel estimates that Riverside, as one of the nation's elite traveling teams, gets up to \$100,000 a year from **Nike**. **Nike** also outfits St. John's men's basketball team and its 20 other intercollegiate sports teams.

Lorch's drive to have the best team in the country, though, may have indirectly gotten St. John's in trouble with the NCAA.

Doug Cummings, the headmaster of Maine Central Institute, told the Daily News earlier this week that Riverside had paid for a portion of Erick Barkley's \$20,000 tuition when St. John's star point guard attended the prep school in 1997-98.

As a result, the NCAA could discipline Barkley, who was already benched for two games this season because he swapped cars with a former summer league coach.

Lorch has said in the past that he's given financial assistance and other aid to hundreds of kids since 1961, when the Riverside program was founded.

"I see nothing wrong with what he's done," Vaccaro said of Lorch. Instead, Vaccaro blames NCAA rules that punish kids who need a hand getting through high school and getting to college.

"What's his worst sin, he paid for a kid's tuition? That's not exactly a sin you burn in hell for," Vaccaro laughed.

But Lorch is as much pompous egotist as he is philanthropist, critics say.

Several people have asked the News to keep them anonymous, then say horrible things about him.

But even Lorch's harshest critics acknowledge that he's done a lot of good things for kids.

"He's not in this for money or anything like that," said one coach. "He doesn't need money. He's in it for the social power and the recognition. And I'm sure on some level, he enjoys helping a kid like Erick Barkley go from the projects to the NBA."

He also has lots of unabashed fans.

"He's a very nice and kind and honest man," said Patrick Cuffe, whose son Kyle, a star at Rice High School, will attend St. John's next year. "He treats kids with respect. He's a social worker. He's a decent man."

Still, Lorch is not just in this because he likes doing good deeds. The basketball program, started as a way for Riverside to reach out to its young neighbors in nearby Harlem, is now a business venture that has as much to do with religious offerings as it does the Knicks.

"It's now Riverside-Dot-Com-International, Inc.," Vaccaro said.

"It's Ernie's fiefdom. It has nothing to do with the church anymore. Ernie is a celebrity now, he's the man. This separates him from the rest of the corporate stiff."

LOAD-DATE: February 25, 2000

LANGUAGE: ENGLISH

GRAPHIC: HOWARD SIMMONS DAILY NEWS ON CENTER STAGE Ernie Lorch, director of Riverside Church's basketball program, takes in St. John's-Syracuse game at Garden.

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Sunday Mercury

October 1, 2000, Sunday

NIKE PULLS OUT OF SWEATSHOP

SECTION: Pg. 9

LENGTH: 55 words

SPORTSWEAR giant **Nike** has pulled out of a Far East sweatshop factory after discovering it used child labour.

Nike said it terminated its contract with the June Textiles factory as soon as it was confronted with the truth by undercover investigators who filmed child labourers sewing shirts for just a few pence a day.

LOAD-DATE: October 3, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Mirror

June 8, 2000, Thursday

FOOTBALL: NIKE CUP : MAD MEXICAN CHEATED IRISH OUT OF VICTORY; MICK BLASTS NIKE CUP OFFICIALS

BYLINE: Roy Curtis In Boston

SECTION: SPORT; Pg. 46, 48

LENGTH: 370 words

MICK McCARTHY called for the Mexican match officials to be red carded - after being cheated of a US Cup victory over America.

On the wettest and coldest June night in Boston for 50 years, the sodden Irish had to settle for a 1-1 draw after an extraordinary sequence of cock-ups brought the competition into disrepute.

America 's equalising score was allowed stand after Mexican linesman Jose Ramos Rizo failed to flag a blatant offside - despite being directly in line with the incident.

TV replays confirmed that goal scorer Ante Razov was at least two yards offside when he took the final pass from Ernie Stewart.

McCarthy was close to pulling out of the game after floodlight failure delayed the game - played in the torrential rain and storm force gales that lashed Boston - for 20 minutes.

When the match eventually restarted, the home side almost snatched a winner when Rizo again waved play on despite an even more obvious offside.

"It was blatantly offside, it was a terrible decision," fumed the Irish boss of the 68th minute equaliser."

"I feel lousy to have been denied a victory in such circumstances. It was even worse that they showed a replay of the incident on the big screen immediately afterwards.

FOOTBALL: NIKE CUP : MAD MEXICAN CHEATED IRISH OUT OF VICTORY;MICK BLASTS NIKE CUP
OFFICIALS The Mirror June 8, 2000, Thursday

"All our players were able to look up at the scoreboard and see it. Trying to get them back concentrating on the game after they had seen it was very difficult.

"I don't blame the Americans for taking the goal. I would have done the exact same. Where I have a problem is with officials who can't see a blatant offside.

"But what can you do? Before the game the fourth official came to me and told me he was a FIFA official. It was like he was warning me to behave myself."

McCarthy did his best to bite his tongue but his off the record comments to Irish journalists revealed his fury.

Just three minutes later the lights went out and the saturated teams had no option but to return to the dressing room for 20 minutes while the power was restored.

"I was close to telling the lads to get back into their clothes. At one stage we were told the delay might be for one hour.

"If it had gone on for another five minutes, we would have done something."

LOAD-DATE: June 8, 2000

LANGUAGE: ENGLISH

GRAPHIC: FUMING: Mick McCarthy angry after Boston draw with USA

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The Mirror

January 8, 2000, Saturday

NIKE DENY SHIRT PERIL

SECTION: NEWS; Pg. 26

LENGTH: 72 words

SPORTS giant **Nike** insisted yesterday there is no evidence that its UK-made football strips are laced with a poisonous chemical.

A German TV show claimed Borussia Dortmund shirts contain TBT, which kills sweat odour.

Nike refused to say where in Britain the kit is produced but said tests failed to find any TBT - blamed for liver damage.

The firm's Arsenal and Glasgow Rangers shirts are not made in Britain.

LOAD-DATE: January 10, 2000

LANGUAGE: ENGLISH

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The New York Times

May 30, 2000, Tuesday, Late Edition - Final

THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Accounts

BYLINE: By Patricia Winters Lauro

SECTION: Section C; Page 10; Column 6; Business/Financial Desk

LENGTH: 59 words

Nike Inc., Beaverton, Ore., to Critical Mass, Calgary, Alberta, to handle strategy and creative work for **Nike** iD, an interactive division of **Nike.com** that sells customized athletic shoes. Billings were not disclosed. The account had been at Red Sky Interactive, San Francisco. Critical Mass and Red Sky are both partly owned by the Omnicom Group.

<http://www.nytimes.com>

LOAD-DATE: May 30, 2000

LANGUAGE: ENGLISH

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The New York Post

April 14, 2000, Friday

JUST SUE IT! BO'S GIVING **NIKE** A CASE OF THE BLUES

BYLINE: Devlin Barrett**SECTION:** All Editions; Pg. 022**LENGTH:** 351 words

Who doesn't know Diddley?

Nike, that's who, as legendary guitarman Bo Diddley says in a suit filed in Manhattan federal court.

Diddley says the sneaker company didn't give him squat after selling thousands of T-shirts with his image and the catch phrase "You Don't Know Diddley."

The line was originally used in a popular 1989 **Nike** ad campaign, in which Bo Jackson, the pro baseball and football player, was told: "You Don't Know Diddley."

The musician was paid for the original campaign, but says the sneaky company started selling the shirts again last year - without giving him a cut.

"This is a clear case of the big bully picking on the little guy," said Margo Lewis, president of Diddley's management company.

Senior **Nike** official Vada Manager said yesterday afternoon that both sides were working out a deal and that the company had offered Diddley between \$10,000 and \$15,000 in royalties.

"That is absolutely false," fumed Diddley's lawyer, John Rosenberg. "I've never negotiated in the press before, but you can communicate back to them that we find this proposal entirely unacceptable."

Rosenberg said there had been a brief settlement discussion in March, but it ended quickly when **Nike** refused to cough up a larger amount of money.

The company has made more than \$200,000 selling the new batch of T-shirts, Rosenberg said.

Diddley, 71, a blues icon for the past 45 years, filed the suit late Wednesday under his real name, Ellas McDaniel.

"I'm sorry that it's come to this, but what's right is right," Diddley said in a statement.

The suit seeks at least \$500,000 in damages.

In the papers, Diddley claims **Nike** approached him in 1999 and talked about a new marketing deal. But when the two sides couldn't agree on royalties, **Nike** walked away, the suit says.

Months later, Diddley discovered that Web sites and other retailers were selling the shirts, and had hawked far more

than had originally been discussed.

LOAD-DATE: April 15, 2000

LANGUAGE: ENGLISH

GRAPHIC: SOUR NOTE: Blues legend Bo Diddley is suing **Nike** over recently sold T-shirts bearing his image and the phrase "You Don't Know Diddley."

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St. Petersburg Times (Florida)

August 23, 2000, Wednesday, 0 South Pinellas Edition**SECTION:** BUSINESS; BRIEFLY; Pg. 6E**LENGTH:** 629 words

OFFENSIVE E-MAILS PROMPT FIRINGS AT DOW: Dow Chemical Co. plans to fire about 40 employees for allegedly violating the company's e-mail policy by circulating violent or sexually explicit material. Other employees at the plant in Freeport, Texas, face suspensions or reprimands, a spokeswoman said. Dow says the firings follow a review of 6,000 e-mail accounts conducted after a worker complained about offensive

e-mail.

NIKE TO FORM WOMEN'S DIVISION: Sneaker industry leader **Nike** is forming a division to focus on designing and marketing women's footwear, apparel and equipment. **Nike** chairman Phil Knight said growing interest in the WNBA and women's soccer, along with the popularity of female Olympians, has increased demand for women's sports and fitness products.

ORANGE JUICE FUTURES RISE ON STORM FEARS: Orange juice futures rose more than 2 percent as an approaching hurricane raised concern about possible damage to Florida's crop, the nation's largest. Hurricane Debby, with winds close to 75 miles an hour, could reach southern Florida by Friday. While hurricane damage to orange groves is unusual, traders said they are concerned about any possibility that the crop will be smaller than the record some private forecasters have predicted. Frozen concentrated orange juice for September delivery rose 1.75 cents, or 2.3 percent, to 76.55 cents a pound on the New York Cotton Exchange.

PEROT LEAVES CEO POST: Ross Perot, the billionaire and former presidential candidate, stepped down as chief executive of Perot Systems Corp. and handed over the top position to his son. Ross Perot Jr., 41, will become president and chief executive of the Dallas computer services company, while the 70-year-old Perot will remain as chairman. A spokeswoman said health was not a factor in the decision.

BANK ONE PRESIDENT TO RETIRE: Bank One Corp. said president and former chairman Verne Istock will retire in September, six months after handing control of the company over to chief executive James Dimon. Istock, 59, was interim chief executive after the departure in December of John B. McCoy, who left after earnings dropped at the company's credit card division and the stock plunged. Dimon was hired in March to restore investor confidence in the stock and revive Bank One's earnings, which have fallen for four consecutive quarters. Bank One also said it will cut five outside directors from its board to streamline the company's decisionmaking.

TOYS "R" US SUED OVER WEB PRIVACY: Toys "R" Us faces class-action lawsuits in three states after revealing last month that it was sharing online customer data with a California marketing firm. Coremetrics, a data analysis firm, said it hid identification codes on the computers of Toys "R" Us customers to track their Internet browsing habits. The lawsuits contend the Web site violated federal law and its own privacy policy by failing to disclose that it shared customers' personal information with an outsider. Toys "R" Us and Coremetrics deny any wrongdoing.

COKE EXPEDITES BONUSES: Coca-Cola Co. said it will pay some workers half of their annual bonuses earlier than normal to boost morale after the soft-drink company cut jobs and faced lawsuits related to its employment practices.

About 9,000 employees, or one-third of Coca-Cola's work force, will receive half of their bonuses by the end of the month, a spokesman said. Eligible workers include management and professional workers. This year, Coca-Cola fired 5,200 employees, or about a fifth of its work force, to cut costs. It expects to save about \$ 300-million in 2001. Coca-Cola also agreed to settle a racial discrimination lawsuit with current and former black workers who alleged the company denied them promotions and pay raises.

LOAD-DATE: August 23, 2000

LANGUAGE: ENGLISH

TYPE: DIGEST

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The Irish Times

February 5, 2000

The price of a label**No Logo by Naomi Klein. Flamingo, 490pp, (pounds) 14.99 in UK****BYLINE:** By BERNICE HARRISON**SECTION:** CITY EDITION; WEEKEND; BUSINESS; Pg. 69**LENGTH:** 638 words

If you feel a small pin prick in your conscience every time you see "made in China" on a toy or "made in Indonesia" on your trainers, then according to Naomi Klein you are part of a growing global awareness that the shiny goods made by multinationals are often produced on the backs of low paid, grossly exploited workers.

Klein is an anti-corporate activist and a journalist and her engaging and lively book, No Logo, explores the way multinationals work, particularly in the garment and sportswear sectors, and how activists are forcing companies to be more transparent and fair in their dealings with their mostly Asian suppliers. The strength of her book lies in her research and in the countless examples she details of the disparity between brand image and the manufacturing process. Toys made by workers that are no more than children themselves, and well-known designer clothes made in sweatshop conditions by workers who could work for a full month and still not be able to afford the Tshirt they have just made.

She looks particularly closely at the sportswear giant, **Nike**, who throughout the 1980s and 1990s built up one of the world's biggest brand names only to see it seriously undermined, thanks to several exposes of its manufacturing processes. In 1998, **Nike's** charismatic CEO, Phil Knight, finally admitted that his shoes "have become synonymous with slave wages, forced overtime and arbitrary abuse". It was a shocking admission. After all, **Nike** is held up as the great example of successful marketing, the brand builder that companies all around the world strive to emulate. Through advertising and sponsorship it took the humble running shoe off the track and brought it onto the streets, creating a brand image that was so cool and covetable that kids were literally willing to kill for them. From the number crunchers' point of view the beauty for the company is that it isn't weighed down with all the cost and responsibility of traditional manufacturing techniques simply because **Nike** doesn't own any factories.

Every single product is out-sourced in countries where wages are low by US standards and workers' rights are limited. At the time of Knight's public admission, workers in one Indonesian factory producing \$ 100 trainers were being paid 80 cents an hour. Activists pressed **Nike** to double the wages at a cost to the company of \$ 20 million, exactly what Michael Jordan is paid per year to promote **Nike**. Instead the workers got a small raise and the company bowed its corporate head and vowed to develop "an aggressive corporate responsibility".

Nike is not alone. Klein paints a grim image of profit-motivated multinationals treating the world as a giant shopping mall, going from country to country looking for the best labour bargains without any sense of social or environmental responsibility. She describes a world where everything is branded or sponsored, from water to universities and rightly points out that we have reached such a point of corporate dependency that we can't imagine any event taking place without a corporate sponsor.

Books by activists can so easily become leaden polemics but Klein is engaging as well as informative, while giving a

The price of a labelNo Logo by Naomi Klein. Flamingo, 490pp, (pounds) 14.99 in UK The Irish Times February 5, 2000

broad cultural perspective. With her tongue firmly in her cheek she admits that anti-multinational activism is now so fashionable that it was to the 1990s what saving the whale was to the 1980s, and she acknowledges the irony of an anti-corporate book being published by Flamingo, an imprint of HarperCollins - itself part of a multinational. She has written an admittedly one-sided book that's as persuasive as any advertisement, which will cause readers to feel more than a little uncomfortable about our logo-driven world.

Bernice Harrison is a journalist and writes the Advertising and Marketing column for The Irish Times

LOAD-DATE: February 5, 2000

LANGUAGE: ENGLISH

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The Times (London)

June 10, 2000, Saturday

Nike

BYLINE: Edited Chris Ayres

SECTION: Business

LENGTH: 33 words

Nike, the US sportswear manufacturer, said it had opened an online store on rediff.com, the Indian Internet portal. The shop will feature **Nike** products and will be updated once a month.

LOAD-DATE: June 18, 2000

LANGUAGE: ENGLISH

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The Vancouver Province (British Columbia)

May 11, 2000 Thursday Final Edition

Hi-tech gear for athletes

SOURCE: The Province

SECTION: Money; Breakfast Briefing; Pg. A39

LENGTH: 87 words

DATELINE: BEAVERTON, Ore.

BEAVERTON, Ore. -- Sneaker and sportswear marketer **Nike** Inc. is diversifying into hi-tech sports gear to offer devices for athletes like a digital audio player which will be in retail stores in July. It was produced in collaboration with S3's Diamond Multimedia division -- the makers of Rio Audio digital players. **Nike** said four other products would be ready for the Christmas season, including real-time speed-distance and heart rate monitoring devices, a digital compass and handheld sport communication products.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

TYPE: Business; Brief

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Contra Costa Times (California)

August 23, 2000 Wednesday FINAL EDITION**WOODS' GOLF BALL ADS LACKING ACCURACY****SECTION:** SPORTS; Pg. B02**LENGTH:** 852 words**DATELINE:** SAN FRANCISCO

SAN FRANCISCO Tiger Woods endorses "**Nike** Tour Accuracy" golf balls in TV and magazine ads, but he really plays with custom-made balls unavailable to everyday duffers, **Nike** acknowledged Tuesday after being sued in federal court.

Nike Inc. said the balls Woods uses have a slightly harder inner and outer core than the balls sold to the public. "Those two elements are slightly firmer than the marketed ball," Mike Kelly, marketing director for **Nike** Golf, said.

Kelly said it's common practice in the golfing world to sell the public different products than what the pros really use.

"It's an industry practice to make minor specification changes to golf products: irons, putters and golf balls for tour players," Kelly said. "Slight specification and modifications need to be made to their equipment for their game."

But other leading names in golf say their customers get exactly what their pros endorse.

Joe Gomes, a spokesman for Titleist, said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could special order it.

Callaway Golf, said if one of its pros says he uses a certain club, that identical club is available retail.

Woods' agent, Mark Steinberg, didn't immediately return a call requesting comment on the lawsuit.

In the suit filed Tuesday in U.S. District Court in San Francisco, a nonprofit group called Public Remedies Inc. claimed **Nike** was engaging in unfair business practices. It asks that **Nike's** "ill-gotten gains" be restored to the public.

"Tiger Woods does not play the **Nike** Tour Accuracy golf ball, but instead plays one with a different composition and performance characteristics specially made for him ... and not available to the general public," the suit said.

The group did not return repeated calls for comment.

Woods officially switched to the **Nike** Tour Accuracy ball before the U.S. Open, the first of his three major championships this year. The move officially ended a marketing conflict between Woods' top two golf sponsors **Nike** and Titleist that began last year when **Nike** entered the ball market.

U.S. Amateur

SPRINGFIELD, N.J. A car salesman who once was a pro golfer and a collegian from Rhode Island shared medal honors at the U.S. Amateur, but the event lost one of its most recognized faces when 1997 champion Matt Kuchar didn't

WOODS' GOLF BALL ADS LACKING ACCURACY Contra Costa Times (California) August 23, 2000 Wednesday
FINAL EDITION

advance to match play.

Reinstated amateur Jeff Wilson, the medalist at the recent U.S. Open, and Jim Salinetti of the University of Rhode Island topped the field of 312 players by posting 4-under-par 137 totals. Tom McKnight, a 1998 Amateur finalist, finished a stroke behind the leaders.

The Lower and Upper courses at Baltusrol yielded only seven sub-par rounds for 36 holes.

Danville's Troy McKinley advanced to match play by shooting a 3-over 73 on the 7,116-yard Lower Course for a 4-over 145 total.

Pleasanton's Jason Boyd failed to advance, posting a 3-over 74 on the 6,887-yard Upper Course for a 9-over 150 total.

Also advancing to match play which starts today on the Upper Course, were Stockton's Ricky Barnes (140); Napa's Andy Miller (142), the son of NBC golf analyst Johnny Miller; Dixon's Nick Watney (142); and Los Altos' Charles Woerner (143).

Exactly 64 players made the cut at 5-over 146, marking the first time there has not been a playoff for positions in match play since the current format was started in 1979.

Kuchar finished at 148 in missing match play for the second straight year. He had a 1-over 71 on the Lower Course on Tuesday.

Suisun City's Wilson, 37, who mostly hits ball at a range because of time constraints with work and two children limit his golfing, stayed in front with an even-par 70 on the Lower Course. He had three birdies and three bogeys.

"I really wanted to be the medalist when I started my round today," Wilson said.

Salinetti, 22, shot a 2-under 68 on the Lower Course.

McKinley will play Ben Curtis (142) today, with a tee time of 6:20 a.m. (PDT). Wilson will tee off against David Patrick (146) at 7:10 a.m.

Elsewhere

David Duval, still trying to recover from an injured back, withdrew from this week's NEC Invitational and probably won't play again until the Buick Challenge at the end of September. The injury forced him to miss the PGA Championship.

* Dave Renwick got married after the British Open and returned to work in the PGA Championship. But he was fired by Vijay Singh after Singh missed the cut in the PGA. The split came four months after they won the Masters.

* Woods' final round duel Sunday with Bob May was the most watched PGA Championship on television. CBS Corp. generated an 8.8 rating and a 21 share for Woods' playoff victory. The network estimated 38.5 million viewers watched all or part of the PGA, most since the event was first aired in 1958.

* The LPGA Tour will move its season-ending event after its site for the past four years closed. The Arch Championship on Nov. 16-19 will be played at another site in Las Vegas or in Florida, after the Desert Inn Resort closed to make room for a new hotel owned by Steve Wynn.

LOAD-DATE: February 4, 2002

LANGUAGE: ENGLISH

WOODS' GOLF BALL ADS LACKING ACCURACY Contra Costa Times (California) August 23, 2000 Wednesday
FINAL EDITION

GRAPHIC: mug, Jim Salinetti

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The Herald (Glasgow)

November 4, 2000

Breach of club's charter fear over child labour allegations

SECTION: Pg. 10**LENGTH:** 292 words

THE deal may delight the board and the fans, and have kids of all ages rushing to wear the trademark **Nike** swoosh, but the deal may not be universally popular with shareholders.

Nike will replace Umbro as United's kit manufacturers from July 2002 in a 13 -year deal with a staggering £302.9m. However United shareholders are worried the Reds may be in breach of their own club charter because of the allegations that **Nike** uses child labour.

In a letter sent to chief executive Peter Kenyon earlier this week, Shareholders United vice chair Michael Crick, wrote: "Article 1.6 of the new club charter says, 'Manchester United plc opposes the exploitation of child labour. No orders will be placed from suppliers employing child labour under the age allowed in the country concerned'. Shareholders United fully support this."

United's group marketing director Peter Draper tried to allay these fears, but Shareholders United remain to be convinced.

The shareholders group also fear that **Nike** may have too much influence on United and may pressure the club into representing the American company around the world in various tournaments.

Spokesman Oliver Houston pointed out **Nike's** relationship with the Brazilian FA was being examined by the Brazilian government.

He said: "This is not just about the allegations of child labour and we're concerned that commercial pressure will be put on United.

"United went out to the Far East to play in a Pepsi tournament and who's to say that similar things won't happen with **Nike**.

"We're also still awaiting the outcome of the Brazilian Parliamentary Commission on **Nike's** interference. From a PR point of view it seems foolhardy to rush into this after the warning we gave them."

LOAD-DATE: November 6, 2000**LANGUAGE:** English**PUB-TYPE:** Paper

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The New York Times

May 16, 2000, Tuesday, Late Edition - Final

Good Propaganda, Bad Economics

BYLINE: By Jaime Sneider; Jaime Sneider is editorial page editor of The Columbia Daily Spectator.

SECTION: Section A; Page 23; Column 1; Editorial Desk

LENGTH: 513 words

College students continue to propagate the myth that **Nike** and other apparel companies contract out to foreign "sweatshops" where overworked and underpaid workers toil in unhealthful conditions. They are especially outraged by the recent decision by Phil Knight of **Nike** to withdraw a promised \$30 million donation to the University of Oregon in protest of the school's decision to join the Worker Rights Consortium, a labor rights group.

Rather than condemn Mr. Knight, students should commend him.

The Worker Rights Consortium, which was established last fall by students, unions and human rights groups, accuses **Nike** of failing to pay its workers a "living wage," ignoring safety concerns, and forcing employees to work overtime. But, comparatively speaking, conditions at third world factories where **Nike** goods are made are remarkably benevolent. For example, a number of the plants have air conditioning in countries where it is a rarity. Some factories also have clinics that can be used by employees' families, who otherwise would have little if any medical care. Several others even have schools where workers' children can learn everything from reading and writing to biology and physics.

A typical worker in a **Nike** factory in Vietnam makes about \$564 a year, which may not seem like much, but is more than twice the country's average annual income. The employee turnover rate in **Nike's** factories in Indonesia is consistently below 2 percent, low even by American standards. Such loyalty suggests that workers do not have better prospects.

Many statistics cited by student activists are misleading and originate with the A.F.L.-C.I.O., which has endorsed the Worker Rights Consortium. The A.F.L.-C.I.O. has a direct economic interest: the regulations advocated by the consortium would increase American companies' foreign manufacturing costs, thus encouraging them to abandon their operations abroad and manufacture products domestically instead -- employing union labor.

Phil Knight has agreed to an open monitoring of **Nike** factories through the Fair Labor Association, a group composed of consumer groups, corporations and universities that has been endorsed by the White House. **Nike** has said that many students have genuine concerns about working conditions abroad, and that the company recognizes that there is always room for improvement.

But, according to a **Nike** spokeswoman, "the way to get true reform is to have all the players at the table." The Worker Rights Consortium, on the other hand, has not prescribed clear goals or monitoring procedures, and does not yet have legal status as a nonprofit organization. It has been reluctant to include companies like **Nike** in the dialogue, claiming that corporate participation of any kind threatens workers' rights.

While many students uncritically believe the Worker Rights Consortium, they ignore the fact that Phil Knight and **Nike**

have championed the well-being of workers internationally. By trying to punish **Nike**, these students threaten to impoverish the workers they claim to protect.

<http://www.nytimes.com>

LOAD-DATE: May 16, 2000

LANGUAGE: ENGLISH

TYPE: Op-Ed

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USA TODAY

March 30, 2000, Thursday, FINAL EDITION

Nike ad suits Texas town just fine, but not to a 't'**BYLINE:** Oscar Dixon**SECTION:** SPORTS; Pg. 3C**LENGTH:** 308 words

Los Angeles Lakers center Shaquille O'Neal has played hoops in Brackettville -- not the fictional town that's the capital of the college basketball universe in those **Nike** ads but the honest-to-goodness town of Brackettville, Texas.

Unlike **Nike's** creation, the West Texas town (pop. 1,740) is no hotbed of hoops -- the small ranch community has more goats and sheep than basketball players.

O'Neal played against Brackett High while at Cole High in San Antonio, a two-hour drive from Brackettville.

Visitors to Brackettville are not likely to see former college coaches John Thompson and Dean Smith sitting on a porch. But they could run into Brackettville Chamber of Commerce board member Kenneth Hale at his auto parts store. Or Tulisha Wardlaw, who helps run Brackettville's No. 1 attraction, Alamo Village, the set of John Wayne's 1959 *Alamo* that was filmed on the family ranch.

"You know it's not the real Brackettville when you see it on TV because its missing a 'T,' " Wardlaw jokes.

Nike officials didn't spell Brackettville correctly because they didn't know there really was a town. After the discovery they sent an assortment of volleyballs, basketballs and soccer balls to Brackettville schools, along with baseball bats. "We wanted to do something to salute them since their name is in our ads," **Nike** spokesman Lee Weinstein says.

Although the campaign has put the town on the map, so to speak, tourism is not on the rise. "You'll see we're sort of stuck out here all by ourselves," Hale says.

Wardlaw, who was "born and raised in Brackettville" and watched

Nike ad suits Texas town just fine, but not to a 't' USA TODAY March 30, 2000, Thursday,

her 6-2 son play against O'Neal, says that could change. "Over the summer, people will drive to Brackettville who wouldn't have." And if they don't? "When you see Bracketville on the TV, it fills your heart with pride."

LOAD-DATE: March 30, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, B/W; It really exists: Brackettville, Texas, 117 miles west of San Antonio, is home to the Alamo Village but not the **Nike** ad.

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Courier Mail (Queensland, Australia)

September 6, 2000, Wednesday

Golden Carl on his way

SECTION: NEWS; Pg. 9

LENGTH: 84 words

NINE-time gold medallist Carl Lewis, pictured, will be a guest at the Sydney Olympics courtesy of two of the Games' biggest sponsors. Lewis is being brought to Sydney by sportswear giant **Nike** and will also perform functions for McDonald's.

He will speak at corporate functions and feature in **Nike** advertisements.

Nike is also negotiating with triple gold medallist Jackie Joyner-Kersey to attend the Games.

Joyner-Kersey retired this year after dominating and heptathlon for almost a decade.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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Contra Costa Times (California)

December 21, 2000 Thursday FINAL EDITION**DUVAL REPORTEDLY SIGNS WITH **NIKE**;
GOLF WORLD BUSINESS SAYS THE WORLD'S NO. 3 PLAYER WILL BE
SWOOSHED FROM HEAD TO TOE AND WILL PLAY THE **NIKE** BALL****SECTION:** SPORTS; Pg. C09**LENGTH:** 601 words

Times wire services

Nike signed David Duval, the third-ranked player in the World Golf Rankings, to a comprehensive endorsement contract, reported Golf World Business, citing several industry sources it didn't identify.

Duval will wear a hat, glove, clothes, and shoes bearing the company's familiar swoosh logo, and use a **Nike** golf ball as part of the agreement, the newsletter said. His golf bag will bear **Nike's** logo and he's expected to help in the design and testing of irons for the world's largest maker of athletic shoes.

Terms of the contract weren't disclosed by Golf World Business.

The 29-year-old Duval joins Tiger Woods, the world's top-ranked golfer, as a **Nike** endorser. Woods signed a five-year extension with **Nike** believed to be worth \$100 million in September.

Duval exercised an option to break his contract with Fortune Brands' Acushnet golf brands, including Titleist clubs, balls, shoes and glove, Golf World said. He's also escaping a new agreement with clothing maker Ermenegildo Zegna.

Charley Moore, Duval's agent with IMG, didn't return a call seeking comment. **Nike** Golf spokesman Mike Kelly and Acushnet spokesman Joe Gomes had no comment.

"We do not comment on and rumored contracts with players past, present or future," Kelly said.

Duval was seventh on the PGA Tour's 2000 money list, with more than \$2.46 million in winnings. He won the Buick Challenge in October for his first tour victory since the 1999 BellSouth Classic.

Duval was at the top of the world rankings before Woods, who won 11 times in a 20-month span to take over the lead. Duval recorded the third 59 in tour history during the final round of the Bob Hope Classic in 1999 to tie the record for lowest score in a single round.

Duval played the **Nike** Tour Accuracy ball in the alternate-shot format at the World Golf Championships World Cup in Argentina earlier this month when partnered with Woods on the U.S. team.

PRESIDENTIAL campaign: A campaign is under way to make Lee Elder U.S. captain for the 2002 Presidents Cup in South Africa.

Sharon Elder said she was sending a letter Tuesday to PGA Tour commissioner Tim Finchem outlining the reasons why

DUVAL REPORTEDLY SIGNS WITH NIKE;GOLF WORLD BUSINESS SAYS THE WORLD'S NO. 3 PLAYER
WILL BE SWOOSHED FROM HEAD TO TOE AND WILL PLAY THE NIKE BALL Contra Costa Times
(California) December 21, 2000 Thursday FINAL EDITION

her husband would be the appropriate choice to lead the American team at Fancourt Lakes.

Elder, known best as the first black to play in the Masters in 1975, broke another barrier a few years before that when Gary Player invited him to play a golf tournament in South Africa at a time when blacks and whites were banned from playing in the same competition.

Player is the likely choice to be the International team captain in 2002.

"Lee has been back to South Africa several times, he has a school named after him there and he's well-received," Mrs. Elder said from their home in south Florida. "Those are the reasons why we feel so strongly he would make a wonderful captain."

WEST COAST CHA-CHING: A new title sponsor isn't the only difference in next year's West Coast Swing bonus program.

The player who accumulates the most points based on top-eight finishes in the first nine tournaments will earn a \$500,000 bonus up from \$200,000 last year.

Second place will get \$300,000, and third place \$200,000.

The St. Paul, a property liability insurer, is sponsoring the program, which also pumps \$300,000 into each tournament purse except for the Match Play Championship.

BUZZ OFF: One of the more innovative lines for 2001 should come in handy for the summer months a mosquito-proof shirt from Dockers Golf. The product was developed for French military troops in North Africa.

LOAD-DATE: February 5, 2002

LANGUAGE: ENGLISH

GRAPHIC: David Duval apparently liked what he saw when he played with a **Nike** ball in the WGC World Cup. (AP)

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The Advertiser

June 24, 2000, Saturday

ATHLETES GET THE SUPERHERO TREATMENT; Just wear it, says **Nike**

SECTION: SPORT; Pg. 158

LENGTH: 171 words

PORTLAND, Oregon: The world's fastest sprinters already get the superhero treatment from **Nike**. Now they will dress like them too.

Nike yesterday unveiled its Swift Suit, a full-body uniform that the company hopes will be worn by a select group of athletes.

The suit, which has a hood with mesh ear holes and stirrups, is made in five different fabrics. It is designed to focus on runners' muscle-temperature and aerodynamics.

The seams are all in the back of the suit, the front zipper is hidden and the sleeves extend to cover part of the hands all aimed at producing better results by reducing air-flow separation.

"It's awesome," sprinter Marion Jones said. "When I'm in my running motion, it feels like everything is where it needs to be.

"I wouldn't consider it a second skin, but it does what it's made to do and hopefully that's run very fast."

The suit, which is being pushed for sprinting events, debuts tonight at the Prefontaine Classic in Oregon.

* PAGE 151: More on the Olympics.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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USA TODAY

December 26, 2000, Tuesday, FINAL EDITION

Admen behaving badly flourish in movies, on TV Stereotypes smarmy with hearts of gold

BYLINE: Michael McCarthy

SECTION: MONEY; Pg. 5B

LENGTH: 707 words

Advertising executives are the people Hollywood loves to hate.

A spate of recent movies and TV shows featuring stars such as Mel Gibson and Ben Affleck depict Hollywood's version of your typical ad executive: selfish, smarmy and brash -- but glamorous nonetheless.

"We're still branded as snake-oil salesmen," says Marshall Karp, ad agency creative director turned screenwriter who wrote the recent movie *Just Looking* directed by *Seinfeld's* Jason Alexander. "There are very few movies that reflect what actually goes on in an ad agency."

That's doesn't stop Hollywood from trying. Advertising characters are a staple of TV shows and movies ranging from *Bewitched*, *thirtysomething* and *Melrose Place* to *Kramer vs. Kramer* with Dustin Hoffman.

Ad agencies provide a glamorous world for filmmakers to show well-dressed people acting badly in fabulous-looking offices. "Ad people are the more picturesque version of the salesmen from *Glengarry Glen Ross*," says Mark DiMassimo, creative director of DiMassimo Brand Advertising.

Recent examples of the advertising-goes-Hollywood trend:

* *What Women Want*. Gibson plays Nick Marshall, a chauvinistic creative director at a Chicago ad agency. Gibson fancies himself a ladies man. But he meets his match in his new boss, Helen Hunt. Celluloid and real life merge in the film. Director Nancy Meyers approached **Nike** to use the brand in her film.

As **Nike** gears up to launch its largest-ever line of women's shoes

Admen behaving badly flourish in movies, on TV Stereotypes smarmy with hearts of gold USA TODAY December 26, 2000, Tuesday,

and apparel in 2001, the product placement was "a once-in-a-lifetime opportunity to position our brand in a powerful way," says Pam McConnell, **Nike's** director of entertainment marketing.

Meyers even cast three female executives from **Nike** -- Jackie Thomas, Rory Rubin and Nancy Monsarrat -- in a scene in which Gibson pitches **Nike's** account.

Nike's real-life ad agency, Wieden & Kennedy, Portland, made a mock TV commercial just for the film.

Says movie reporter Angela Dawson: "It goes back to Darrin Stephens and *Bewitched*: Advertising is one of those professions that's easy to portray on screen."

* *Bounce*. Affleck stars as Buddy Amaral, a "hotshot ad executive" and "closer" at "L.A.'s hippest ad agency." The plot describes the stereotypical movie ad guy: "Buddy makes things happen. Fearlessly confident and wildly charming, his clients love him. Thanks to his killer good looks, so does every woman he meets."

Affleck hung out at real-life Los Angeles agency TBWA/Chiat/Day to research his role. "Ben had a lot of ideas," recalls Clay Williams, now a commercial director for Crossroads Films. Consumer trends analyst Tom Julian of Fallon Worldwide thinks "advertising looks pretty stupid" in *Bounce*. But Williams thinks filmmakers simply use "hotshot ad executive" interchangeably with "investment banker" to portray driven, Type A personalities on the silver screen.

"It's half truth, half fiction. But that's OK. People don't go to the movies to see a documentary about the ad business," Williams says.

* *Cursed*. Steven Weber stars in the NBC sitcom as a "cheerful ad executive whose fast-track life is suddenly derailed by what he thinks may be a mysterious hex." Unctuous ad types provide a "shortcut" for audiences, says Ellis Verdi, CEO of DeVito/Verdi. "You say 'ad executive' and certain pictures come to mind. We're still the slick, say-whatever-you-want-to-hear type. The truth is most people in advertising fit the stereotype. And that's the problem."

Ad executives say one of the most accurate portrayals of agency life was TV's *thirtysomething* (Machiavellian agency leader Miles Drentell, now seen on ABC's *Once and Again*, was based on ad legend Jay Chiat).

The most ridiculous: *Melrose Place*, where the characters did everything from answering phones to creating campaigns.

Admen behaving badly flourish in movies, on TV Stereotypes smarmy with hearts of gold USA TODAY December 26, 2000, Tuesday,

Screenwriters like ad characters because they provide the necessary arc from bad to good. Both Gibson and Affleck's characters turn out to have hearts of gold.

"Ad executives are people that Hollywood finds sexy enough to be interesting -- and despicable enough to see the light by the end of the movie," Karp says.

LOAD-DATE: December 26, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, B/W, Miramax; PHOTO, B/W, Chris Haston, NBC; PHOTO, B/W, Andrew Cooper, Paramount Pictures; A "closer": Ben Affleck "makes things happen" as an ad executive in Bounce with Gwyneth Paltrow. To research the movie role, Affleck hung out at a real-life ad agency. On NBC: Steven Weber, right, plays an adman on Cursed, which guest starred Charlton Heston. Stretching: Mel Gibson stars in What Women Want as an ad executive who fancies himself a ladies man.

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Evening Herald (Plymouth)

November 4, 2000

Manchester and Nike are united FOOTBALL: Sportswear giants tie up deal with Reds

SECTION: Agency: AGENCY, Pg.55

LENGTH: 472 words

MANCHESTER United last night confirmed their status as the biggest football club in the world with the announcement of a huge sponsorship deal with sportswear giants **Nike**, worth an incredible GBP 302.9million over 13 years.

The "strategic alliance", which starts in August 2002, makes **Nike** official sponsors and hands them worldwide rights to all United merchandise and global retail operations.

The deal could be even more lucrative to United, who will get half of **Nike's** net profits generated from the licensing and retail operations providing they stay in the top half of the Premiership and play in Europe.

To put the deal into perspective, it works out at GBP 23.3million a year for United and the total is more than a quarter of the GBP 1.1billion Sky are paying all the Premiership clubs for live TV rights.

It dwarfs the GBP 30million four-year shirt sponsorship deal United announced with Vodafone - then a record - and the only comparable arrangement is the sponsorship deal **Nike** have with the Brazilian national side.

A statement from to the Stock Exchange read: "Manchester United plc has granted to athletic, footwear and apparel leader **Nike** exclusive worldwide rights as, firstly, the official sponsor of Manchester United footwear, apparel and equipment, secondly, the official kit (uniform) supplier to Manchester United, thirdly, the manufacturer, marketer and seller of licensed apparel, footwear, equipment and other merchandise bearing the Manchester United trademarks including replica kit and, lastly, the operator of Manchester United's global retail operations."

United and **Nike** will set up a subsidiary to control the global operation, each appointing half the directors. **Nike** will appoint the chairman, who will have the casting vote, and the sportswear giants will also have the option to terminate the deal after six years if they should wish.

United's statement said the club intend to use the revenue for "general corporate purposes" - meaning some of the money will be available for buying players, though Sir Alex Ferguson is unlikely to benefit as his contract expires in the summer of 2002 and he has said he will move on.

Nike and United will also launch grass-roots football programme aimed at young players, with the GBP 1million-a-year running costs funded by **Nike**.

Meanwhile, Mark Bosnich's fortunes have gone from bad to worse after finding out he needs a hernia operation.

The Manchester United goalkeeper could be sidelined for up to six weeks because of the surgery.

Manchester and Nike are united FOOTBALL: Sportswear giants tie up deal with Reds Evening Herald (Plymouth)
November 4, 2000

This rounds off a miserable week for the Australian after he slipped to fourth in the pecking order at Old Trafford.

Bosnich could not even make the squad for United's midweek Worthington Cup tie at Watford and rookie Paul Rachubka came on for Raimond van der Gouw when the Dutchman was sent off.

LOAD-DATE: November 6, 2000

LANGUAGE: English

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The Weekend Australian

September 30, 2000, Saturday

Will the Phantom suit ride again?

BYLINE: Michael McGuire**SECTION:** SPORT; Pg. 6**LENGTH:** 425 words

THE multi-million-dollar question for Olympic-watchers tonight is whether Marion Jones will wear her Phantom suit for the 4x400m relay final.

Nike was delighted when Cathy Freeman powered to victory in the 400m final on Monday in her suit. Now the sponsor is hoping Jones will follow suit and give the company a huge global boost.

Nike, which has spent three years and millions of dollars developing the concept, launched the suit amid great publicity and hype in August, using its pin-up girl Jones, and US team-mates Maurice Greene and Michael Johnson.

Of the three, only Jones has worn the suit during the Games, and that was in a heat. Industry watchers believe **Nike** is hugely disappointed that the suit has been shunned by the Americans.

Freeman's coach, Peter Fortune, said the decision to wear the suit had been hers, but there was no doubt **Nike** was extraordinarily happy that she did.

However, her influence does not extend too far outside Australia, and she is a virtual unknown in the US.

Sports marketing consultant Damien Stenmark said that "globally, **Nike** would be disappointed".

"Is the women's 100m going to be a glamour event in the US? Yes it is," he said.

Fortune said Freeman would not decide if she would wear the suit again until later today. It all depends on how she feels.

"When she really feels positive about a race, she is more than likely to wear it," Fortune said.

So while Freeman was confident about her prospects in the 400m and wore the suit, she was feeling tired before Thursday night's 200m final and decided against it.

Fortune said the main effect of the suit is psychological, and its effect on performance "miniscule".

"Maybe one- or two-hundredths over 400m," he said.

One competitor said that **Nike** athletes were usually well trained to obey their master's calling.

"They drill them on what to wear, and to do things like take their shoes off after a race (to attract more attention from television cameras)," the competitor said. "That kind of thing is always orchestrated at **Nike**."

But while **Nike** can exert some pressure to conform to the corporate vision, at the end of the day the athletes retain the right to wear what feels most comfortable.

Nike has said this week that it has had no problem with the decision of Jones not to wear her suit when she won the 100m final last week.

Despite this equanimity, the company has extensively used Jones wearing the suit in its Olympic advertising, obviously believing the sprinter would wear the suit during the Games.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Weekend Australian

September 30, 2000, Saturday

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Daily Telegraph (Sydney, Australia)

September 27, 2000, Wednesday

Nike sells our hero to the world

BYLINE: LUCY CLARK

SECTION: LOCAL; Pg. 5

LENGTH: 248 words

FROM what we know of Cathy, it seems safe to say money is way down on her list of priorities in terms of what winning that gold means to her. But try and hold back the tide of commercial opportunities now facing the nation's darling.

Yesterday, as Sydney woke to 220 brand new **Nike** billboards of a bodysuited Freeman only hours after her win, one sports marketing expert put her potential contract earnings with **Nike** at \$5 to \$10 million a year.

Sporting Frontiers managing director Michael Porra said: "She could be the first Olympian to become a truly global brand. With endorsements, merchandising and media deals she could be worth \$5 to \$10 million a year."

"My opinion is that after winning that gold medal under intense pressure her worth has increased 200 to 1000 per cent, not just in endorsements but in merchandising and media deals."

Mark McCormack, owner and founder of the big gun in global sports management, International Management Group, was more circumspect, saying it was impossible to put a figure on what financial gains Freeman might reap as an Olympic gold medal winner, but that she should act quickly if she wanted international dividends.

But Freeman's business manager and accountant, Alistair Hamblin, yesterday gave no indication Team Freeman would be swoop quickly on commercial opportunities arising from her win.

"Cathy is going to weigh up her options and decide where her career is going after the Games," he said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Calgary Herald (Alberta, Canada)

September 29, 2000, Friday, FINAL

Man U, Nike a team

BYLINE: Herald News Services

SECTION: Sports; E10

LENGTH: 133 words

DATELINE: LONDON

Nike is set to shell out 300 million pounds (\$675 million Cdn) to have its swoosh logo appear on the jerseys of the world's most popular professional soccer club, Manchester United, according to a published report Thursday.

The massive 15-year deal is to take effect in 2002 when Man United's current contract with Umbro expires, the Sun newspaper reported.

At 20 million pounds (\$45 million Cdn) a year, the reported deal would dwarf the seven million pounds (\$16 million Cdn) a year **Nike** pays to provide Brazil's national team its distinctive bright yellow jerseys.

It would also overshadow the \$100- million US (\$150 million Cdn), five- year contract extension recently signed between golf sensation Tiger Wood and the American athletic apparel company.

LOAD-DATE: September 29, 2000

LANGUAGE: ENGLISH

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The Globe and Mail (Canada)

April 14, 2000 Friday

Nike sprints toward Olympics

BYLINE: JOHN HEINZL**SECTION:** REPORT ON BUSINESS: MANAGING; MARKETING; Pg. M1**LENGTH:** 552 words

It's 34 metres wide and 16 metres high, contains 20,000 LEDs, and took about four months from conception to completion.

After all the work that went into building it, **Nike** had better hope its giant, electronic mural in Toronto sells a whack of running shoes.

The mural, which covers almost the entire side of a five-storey building near Skydome, is unusual even in the increasingly creative outdoor advertising industry. It features a huge painting of sprinter Bruny Surin and an electronic clock counting down the days, hours, minutes and seconds until the 100-metre event at the summer Olympics in Sydney.

Mr. Surin's name doesn't appear anywhere, which ties in with the countdown clock. "If you don't know his name now, in [whatever the clock happens to say at a given moment], you will," the text reads.

It's clever and, by the looks of it, darn expensive. **Nike** officials won't comment on the cost, but Olga Simonovic, production manager with **Nike's** ad agency, says: "It's the biggest project I've worked on."

One challenge was finding a manufacturer to produce a clock that large (the numbers are close to two metres high). The agency tapped a local company, Hamilton Digital Designs Ltd., which makes outdoor advertising displays and video scoreboards used at hockey rinks.

The company, which was founded in Hamilton but has since moved to nearby Burlington, delivered the clock about 10 weeks after getting the order.

Despite its size, the clock uses surprisingly little electricity. Brian Nugent, Hamilton's sales manager, says it draws just 1,100 watts - equivalent to 11 100-watt lightbulbs. That's because LEDs are highly efficient; most of the energy they use is converted to light.

Another thing about the LED numbers: They won't need maintenance and will remain bright for many years - long after Mr. Surin hangs up his running shoes.

So what will **Nike** do with the numbers after the Olympics?

"My boyfriend wants them for the rec room, but I think they're a little too large," Ms. Simonovic says.

Speaking of creative outdoor ads, sex toy merchant Lovecraft has relocated its store down the block in Toronto. To

announce the move, it's running street-level ads that say: "We've gone down on Yorkville." In case you missed that ultra subtle sexual reference, the ads also exhort consumers to "Come visit our new location."

Investors aren't the only ones tiring of the dot-com craze. Hoping to exploit the public's sense of dot-com overload, advertisers are rolling out campaigns that mock society's obsession with the Internet.

Nestlé Canada, for instance, is running outdoor ads for its Kit Kat chocolate bar that read, "Give.com us.com a.com break.com."

Fashion firm Kenneth Cole distributed newspaper inserts asking, "Dear Internet Addicts, what is the world .com-ing to?" and referring to a fictitious Web site, how-to-destroy-your-social-life.com.

Its own Web address, **kennethcole.com**, was displayed prominently, of course.

An Internet site where ad types trashed each other's work disappeared yesterday after a story about it appeared in The Globe and Mail. A note left on the site Wednesday said it would be moving to an undisclosed location because a reporter had been nosing around. Anybody got the new address?

John Heinzl can be reached by e-mail at jheinzl@globeandmail.ca

LOAD-DATE: September 18, 2006

LANGUAGE: ENGLISH

GRAPHIC: Illustration

PUBLICATION-TYPE: Newspaper

343 of 1000 DOCUMENTS

The New York Post

February 9, 2000, Wednesday

BUSINESS BRIEFS

SECTION: All Editions; Pg. 038

LENGTH: 272 words

Shoes drop

Nike Inc. warned that retailers' plans to close hundreds of sporting-goods stores will hurt earnings this fiscal year and next, sending **Nike** shares down as much as 20 percent. **Nike** dropped \$7.50 to \$37.75 after falling to \$36.12, erasing \$2.5 billion in value, the biggest one-day drop in 17 years.

Cisco earns

Cisco Systems Inc. said fiscal second-quarter earnings rose and revenue climbed 53 percent. It also set a 2-for-1 stock split. Net income rose to \$825 million, or 23 cents a share, from \$282 million, or 8 cents, a year ago. Profit excluding acquisition expenses was \$906 million, or 25 cents vs. \$609 million, or 17 cents.

Smoke suit

U.S. tobacco companies were accused by cigarette wholesalers in a class-action lawsuit of meeting in secret since at least the 1980s to fix cigarette prices. R.J. Reynolds Tobacco Holdings Inc. and Philip Morris denied wrongdoing. Also named as defendants are British American Tobacco PLC's Brown & Williamson Tobacco Corp. unit, Loews Corp.'s Lorillard Inc. and Liggett Group.

Merger move

America Online Inc. and Time Warner Inc. are preparing to add to their investment adviser team amid signs that a rival bidder could break up their merger, the Financial Times reported.

Fraud plea

A former vice president and senior financial consultant for Merrill Lynch in Boston pleaded guilty to federal fraud charges for bilking clients of nearly \$6.3 million. Prosecutors said Donald J. Martineau, 56, of Tewksbury, Mass., convinced clients to invest funds, diverted the money, then lost nearly all the money through risky trading of stocks and options.

LOAD-DATE: February 9, 2000

LANGUAGE: ENGLISH

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The New York Post

December 18, 2000, Monday

NIKE'S NEW GAME PLAN

SECTION: All Editions; Pg. 036

LENGTH: 192 words

LAST February, the sneaker giant got kicked, sacked and dunked when it announced earnings would fall short of Wall Street's expectations.

Stock of the Beaverton, Ore. -based company plummeted almost 50 percent and hit a 52-week low of \$26.56 -- seeing billions in capitalization disappear in its biggest drop in more than a decade

Then image issues piled on: **Nike** fielded a \$10 million suit filed by a Manhattan doctor, another suit filed by guitarist Bo Diddley and heaps of criticism concerning allegations of Indonesian sweat shops.

But CEO Phil Knight seems to have coached his company back from the brink. Its market cap is up to \$11.55 billion; shares are trading at TK.

This year, **Nike** branched out. It announced the formation of a new high-tech electronics division, responsible for portable audioplayers, heart-rate monitors and two-way radios. It launched a line of futuristic watches and other accessories.

When **Nike** reports earnings tomorrow -- in a conference call and simultaneous Webcast -- analysts are expecting to see 44 cents of profit per share. They're pegging next year's profit at \$2.35.

Will **Nike** just do it?

LOAD-DATE: December 18, 2000

LANGUAGE: ENGLISH

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USA TODAY

April 11, 2000, Tuesday, FIRST EDITION

Nike makes numbered shoe sizes vanish with Air Presto

BYLINE: Michael McCarthy

SECTION: MONEY; Pg. 8B

LENGTH: 566 words

Nike is moving from Just Do It to If the Shoe Fits.

The athletic company will turn traditional shoe sizing on its head this spring with a unisex running shoe that comes in 13 colors but just six sizes: XXS, XS, S, M, L and XL. For a male, for example, a medium fits traditional sizes 9-11.

The "Air Presto " shoe hits stores June 1 with a suggested retail price of \$ 85. The lightweight slip-on, in development for four years, uses "stretch mesh" to create what **Nike** says is a "sock-like, ultracomfortable fit for a variety of foot shapes and sizes."

Nike has even coined a catchy slogan: "T-shirts for your feet."

"This is a first for **Nike**. You see it with socks and slippers, but nobody's ever done this with an athletic shoe before," notes Tobie Hatfield, senior advanced engineer at Beaverton, Ore.-based **Nike**.

Can **Nike** actually wean consumers from numbered sizes? The answer is open to debate, experts say.

"**Nike** is breaking every paradigm we're used to," says marketing consultant Ken Harris of Evanston, Ill.-based Cannondale Associates. "This will either be a big hit or a huge failure."

Hatfield says Air Prestos fit better than "overbuilt" shoes. "This is a new paradigm. We're trying to let your foot be in control of the footwear rather than the footwear being in control of your foot."

Nike is positioning it as "irresistible summertime comfort for runners." But runners are a notoriously finicky and brand-loyal market.

Nike makes numbered shoe sizes vanish with Air Presto USA TODAY April 11, 2000, Tuesday,

"Real runners tend to be very loyal to a particular shoe. If they like it, they buy it over and over," notes John Horan, editor of newsletter *Sporting Goods Intelligence*.

Nike tested Air Prestos with more than 30 athletes, including masters triathlete Don Ardell, who wore them to victory in two international competitions. Ardell has requested several pairs for the upcoming world championships in Perth, Australia, says spokesman Dave Mingey.

Nike will provide retailers with point-of-sale charts and other materials to help customers pick sizes.

What about a consumer on the cusp between sizes? "It comes down to personal preference," says Hatfield. "Do you like your footwear tighter or a little bit looser?"

Experts say **Nike's** sizing scheme has big potential benefits for the company and retailers. By making the shoes unisex, **Nike** wipes out "half its inventory" and halves its production costs, notes Harris. Retailers, meanwhile, "have less sizes to inventory, which is an obvious benefit for them," says Hatfield.

The Air Presto rollout will be backed with a multimillion-dollar advertising and promotional campaign by **Nike** ad agency Wieden & Kennedy.

If the ads successfully sell the message that Air Prestos "conform to your foot and become your shoe," the line will be a hit, predicts Harris, himself a runner currently training for the Boston Marathon. But if consumers' takeaway is that they should try Air Prestos because they're easier for **Nike**, "they will never get on people's feet."

The branded sneaker market needs a hit. It is coming off several lean years and the loss of several retailers. Sales grew 2.7% in 1999 to \$ 7.6 billion, *SGI* says.

"Business has absolutely improved," says Horan. "We've had an early spring and there's been a contraction in retail footage. The retailers that are left are seeing their margins go up."

LOAD-DATE: April 11, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, Color; Air Presto: **Nike's** unisex running shoe features stretch mesh fabric and comes in just six sizes: XXS, XS, S, M, L, XL.

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Daily News (New York)

September 15, 2000, Friday

TIGER OKS **NIKE DEAL FOR 100M**

BYLINE: By LEO STANDORA DAILY NEWS STAFF WRITER With News Wire Services

SECTION: NEWS; Pg. 29

LENGTH: 301 words

Tiger Woods will be crowned the undisputed king of celebrity endorsements in a few days when he signs a \$100 million contract with **Nike**, it was reported yesterday.

The 24-year-old golf superstar will pocket the payout over five years, a source close to negotiations told The Associated Press.

The package would dwarf the contract for \$80 million over seven years that Detroit Pistons star Grant Hill has with Fila Sportswear.

Retired Michael Jordan, whose endorsement deals raised the bar in sports, also had a \$20 million-a-year agreement with **Nike**.

Woods' agent Mark Steinberg declined to talk specifics of the package, but called it an "outstanding contract." He added, "We are within days of a signature."

The eye-popping offer caps a record-breaking summer on the links for Woods.

With three tournaments still to play, his nine victories this year are the most in one PGA Tour season since 1950, and he is on pace to shatter the all-time season-scoring average set by Byron Nelson in 1945. In just four years, he has won all four major championships - the youngest player to do so.

Woods has represented **Nike** since turning professional in 1996. His previous contract with the sportswear company was said to be worth about \$8 million annually.

Earlier this year, Woods signed a five-year, \$3 million endorsement deal with Buick. In all, Woods has endorsement contracts with 11 companies.

The new **Nike** contract might be worth more than its face value, a source told The AP, because "there are so many different revenue streams. It's impossible to calculate what the end result will be."

Nike Golf President Bob Wood described the contract as "pretty creative."

Wood also declined to discuss contract details but did say the amount would be partly tied to sales.

LOAD-DATE: September 15, 2000

TIGER OKS NIKE DEAL FOR 100M Daily News (New York) September 15, 2000, Friday

LANGUAGE: ENGLISH

GRAPHIC: Tiger Woods

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Edmonton Journal (Alberta)

June 20, 2000 Tuesday Final Edition

Woods does a job for Nike ball

SOURCE: The Edmonton Journal

SECTION: Sports; Pg. D6

LENGTH: 38 words

DATELINE: Beaverton, Ore.

Nike Golf makes the ball Woods used to win the 100th U.S. Open by a record-breaking 15 strokes at Pebble Beach on Sunday. By using the **Nike** golf ball, Woods turned his sponsor into a major industry player almost overnight.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

TYPE: Sports; Brief

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Coventry Evening Telegraph

September 28, 2000, Thursday

UNITED SET FOR POUNDS 300M **NIKE DEAL**

SECTION: SPORT; Pg. 87

LENGTH: 137 words

REPORTS suggest that Manchester United are poised to announce an amazing pounds 300million kit deal with **Nike**.

The American sportswear giants are believed to have agreed a 15-year link-up with the Premiership champions that could be rubber-stamped as early as next week.

United still have two years left to run on their current contract with Umbro, but **Nike** are determined to establish themselves as the leading force in the ever-growing world-wide football market.

The firm already sponsor Brazil's national team to the tune of just under pounds 7million-a-year.

And they now want to tie up a similar agreement with the world's most famous club side.

Sir Alex Ferguson is also believed to have been offered an "ambassadorial" role with the firm when he steps down as the Red Devils' manager.

LOAD-DATE: September 29, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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Sydney Morning Herald (Australia)

September 5, 2000 Tuesday
Late Edition

Nike put on Games labour notice; Olympics 10 Days to go

BYLINE: Tom Allard

SECTION: NEWS AND FEATURES; Pg. 7

LENGTH: 425 words

Nike-sponsored athletes including the Australian Olympic team should reconsider their relationship with the sportswear giant in light of claims of labour abuses, a human rights group said yesterday.

Launching its anti-**Nike** campaign to run during the Olympic Games, Community Aid Abroad-Oxfam's NikeWatch group released a damning report into the company's remaining factories in Indonesia, with claims of \$2-a-day wages, long hours and anti-union policies.

After a high-profile campaign and consumer boycotts in the 1990s, **Nike** pulled out of the Indonesian factories targeted, signed covenants against child labour with US President Bill Clinton and implemented an independent monitoring scheme.

But, according to NikeWatch and its report, Like Cutting Bamboo, the problems with labour standards persist in the remaining Indonesian shoe, garment and sporting goods factories.

Wages are so substandard at all three factories surveyed that even a childless worker has to put in 60 or 70 hours a week, plus overtime, to to earn enough to feed, clothe and house themselves and save a small amount.

The report also documented shouts of abuse at slow workers by supervisors who called them "monkey", "pig" or "dog". It said pro-union workers had been subjected to discrimination and access to union officials had been curtailed. "At the very least, we would like [sponsored athletes] to raise the issue with **Nike**," said the co-ordinator of NikeWatch, Mr Tim Connor.

"Even better would be if they would come and see the situation for themselves and meet with the workers."

The findings in NikeWatch's report were based on visits by activists, declarations by Indonesian unionists and research by a former professional United States soccer player, Mr Jim Keady, who spent time as a worker on local wages in an Indonesia factory.

NikeWatch also called on the company to sign the Australian Homeworkers code of conduct, which rejects the use of poorly paid pieceworkers operating out of home, and to introduce more stringent monitoring.

Nike's labour practices are audited by accountancy firm PriceWaterhouseCoopers and by non-government

Nike put on Games labour notice; Olympics 10 Days to go Sydney Morning Herald (Australia) September 5, 2000
Tuesday

organisations. The company forbids children under 16 working in its factories and the use of outworkers, but Mr Connor said **Nike's** monitoring was inadequate, infrequent and easily circumvented.

He said **Nike** didn't allow monitoring by groups it "doesn't control" and the monitoring often failed to interview production line workers.

Nike said its labour practices were more closely scrutinised than virtually any company's on the planet.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Daily Telegraph (Sydney, Australia)

November 20, 2000, Monday

FIFA clamps down on Brazilians

SECTION: SPORT; Pg. 39

LENGTH: 168 words

THE International Football Federation (FIFA) is set to block recent "serious interference" by two Brazilian parliamentary commissions into the country's football federation, FIFA secretary general Michel Zen-Ruffinen said yesterday.

"According to the information we have, we don't believe there is a real need to interfere, but we hope to obtain more information from the CBF," Zen-Ruffinen said in Guatemala.

A parliamentary inquiry was launched to investigate the mammoth contract, worth a reported \$230m, signed between the CBF and American sportswear giants **Nike**.

The inquiry is trying to determine if Brazil's 10-year contract with **Nike** might harm the Brazilian game's interests and give **Nike** too much say in where they play and when.

"Quite naturally, we are following developments because, apparently, there is significant political interference," said Zen-Ruffinen, adding that FIFA regulations formally ban all political or judiciary interference in affiliated federations.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Herald Sun (Melbourne, Australia)

June 21, 2000, Wednesday

SORRY AD UPSETS ACTIVISTS

SECTION: NEWS; Pg. 11

LENGTH: 82 words

NIKE is under fire for using Cathy Freeman in a TV commercial featuring the word sorry 15 times.

She plays only a minor role in the ad but the timing of its release has stung Aboriginal activists.

National Sorry Day Committee chairwoman Audrey Kinnear said **Nike** was trying to exploit the reconciliation process and the continuous use of the word trivialised the issue.

Nike Olympics spokes woman Megan Ryan said the timing of the "No apologies" commercial was coincidental.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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Sydney Morning Herald (Australia)

July 19, 2000 Wednesday
Late Edition

Super suit holds promise of life in the fast lane

BYLINE: JACQUELIN MAGNAY Olympics Writer

SECTION: NEWS AND FEATURES; Pg. 1

LENGTH: 247 words

The neck-to-ankle fashion has switched from the swimming pool to the athletics track with this radical "Swift Suit", to be available to the Australian Olympic track and field team.

The **Nike**-designed suit is the most spectacular piece in an otherwise conservative collection of sporting apparel for the 650-strong Australian team, unveiled yesterday.

Australia's 400m world champion Cathy Freeman, a **Nike**-sponsored athlete and the wife of a **Nike** executive, has been experimenting with the suit, but has yet to wear it in a race.

In a statement she said: "You feel like you are slicing through the air."

Some athletes find the suit awkward because they feel like they are wearing nothing, or find the material around their knees uncomfortable.

The suit is made of five types of fabric with varying textures to maximise aerodynamics, muscle temperature and the effect of the wind. For instance the hands are covered with a low-friction fabric, some of the back section is mesh to keep the large back muscles cool, and most seams are at the back to reduce drag.

No-one is saying how many athletes will wear the suit at the Games, with most expected to adopt the traditional one- or two-piece outfits, which were also unveiled yesterday.

As for the casual wear, and softball, table tennis and soccer outfits, think school sports uniform circa 1977.

In the sports where looks really count synchronised swimming and gymnastics the uniforms will be appropriately flash.

Maggie Alderson's verdict Page 6

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: Second skin ... athlete Scott Ferrier shows off the radical Swift Suit unveiled yesterday, along with the uniforms for Australia's Olympic team. Photograph by JESSICA HROMAS CARTOON: CATHY WILCOX

Super suit holds promise of life in the fast lane Sydney Morning Herald (Australia) July 19, 2000 Wednesday

PUBLICATION-TYPE: Newspaper

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The Straits Times (Singapore)

This costs US\$ 2.20 to make ... and sells for US\$ 120. Why?

June 20, 2000

Tracy Quek

The huge difference is the work of value creators, a minister tells PSC scholars, adding that such people will be key to helping S'pore become a KBE

A PAIR of **Nike** running shoes can sell at **Nike** Town, the brand's flagship store in New York, for US\$ 120 (S\$ 208). But it costs US\$ 2.20 for factory workers in China to make the same pair.

So, why are consumers willing to fork out so much to sport **Nike's** trademark swoosh on their feet?

Minister of State for Communications and Information Technology and Trade and Industry Lim Swee Say posed this question to some 150 Public Service Commission scholars at a seminar yesterday.

This was the first of many homespun analogies and anecdotes he used when he spent more than an hour giving scholars an insight into what makes the new knowledge-based economy tick.

Businesses like **Nike** owe their success to value creators -people behind the scenes who come up with convincing marketing strategies, up-to-date design and cutting-edge technology.

These highly-skilled knowledge workers, who are responsible for creating a product's value, will be key to making Singapore a successful knowledge-based economy in the 21st century, said Mr Lim.

"**Nike** is driven by strong advertising and marketing. People see Tiger Woods wearing a **Nike** cap and think if they wear the cap, they can play like him ... So people buy it," said the avid golfer.

In an economy driven by globalisation and technology, advertising and the ability to innovate quickly can be more important than the product itself, he said.

To prepare workers here for this trend, there must be a strong focus on education and training, he added.

However, as Singapore advances towards the new economy, there are several stumbling blocks, he said.

Structural unemployment, the widening wage gap, the digital divide and an ageing population -all these, if left unchecked, could become obstacles to Singapore's success.

The solution is to develop and nurture value creators. But first, mindsets must change, he explained.

"Many times when we don't know the right answer, we keep quiet. But if we think we have the correct answer, we raise our hands to score points."

This attitude has to go, he said. In the new economy, decisions will be made based on imperfect knowledge.

"Most of the time, you will have to rely on only 50 to 70 per cent of knowledge. You won't know exactly how to do

things, but you must still try."

Workers should not try to second-guess their bosses and only present what they think their bosses want, but must be active value creators.

Although the widening wage gap may pose a problem in future, he said he does not foresee the introduction of a minimum-wage law.

"For 35 years, we've done well without such a law. The best way is to pay workers according to productivity."

He suggested, instead, a minimum-skills level to help workers stay employable.

SECTION: Home; Pg. 28

LENGTH: 487 words

LOAD-DATE: June 20, 2000

LANGUAGE: ENGLISH

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The People

May 14, 2000, Sunday

BECKS RAP FOR NOT TOEING THE LINE**BYLINE:** Shaun Milne**SECTION:** NEWS; Pg. 9**LENGTH:** 252 words

DAVID Beckham has infuriated his pounds 1 million-a-year boot sponsors Adidas by wearing their arch rival's trainers.

And, even worse, photographs of him in the trendy blue **Nike** shoes, were published worldwide.

The Manchester United ace put his foot in it while kicking a toy football about in California with baby son Brooklyn.

For he is currently starring in a major TV commercial campaign for Adidas in the run-up to the Euro 2000 soccer championship this summer. The German sportswear giant refused to comment yesterday.

But an insider said: "They are livid that Beckham was playing football in a public place wearing a pair of **Nike** sports shoes. He is paid around pounds 1 million a year to wear Adidas Predator football boots on the pitch. And it is part of his contract not to wear sportswear of any of their major competitors.

"There will be some stern words with Beckham's people to stop this happening again."

A **Nike** spokesman said last night: "We are delighted that David Beckham chooses to wear **Nike** products in his own time.

"The trainers David was pictured wearing are a pounds 35 pair of **Nike** Air Sock Mock soccer sandals."

And determined to put Adidas booses' noses out of joint, he added: "If David wants to wear a pair of our Total 90 football boots at Euro 2000 we will gladly supply him with a pair."

One-year-old Brooklyn was also wearing a pair of **Nike** shoes during the holiday in America. But he doesn't have a contract with the sports firm - yet!

LOAD-DATE: May 15, 2000**LANGUAGE:** ENGLISH**GRAPHIC:** BECKHAM: pounds 1m boot-ee; PUTTING THE BOOT IN: Sports rivals; Adidas and **Nike****PUB-TYPE:** PAPER

BECKS RAP FOR NOT TOEING THE LINE The People May 14, 2000, Sunday

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The Advertiser

May 19, 2000, Friday

Ball battle

SECTION: SPORT; Pg. 78

LENGTH: 68 words

HAMBURG: Tiger Woods used the **Nike** ball in his pro-am round before the European Tour Players' Championship yesterday, which could end his tenuous relationship with Titleist and make **Nike** Golf a force in the equipment industry.

Woods reportedly used a version of the **Nike** Tour Accuracy at the tournament where he is the defending champion. It was not clear if it violated his contract with Titleist.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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Calgary Herald (Alberta, Canada)

April 17, 2000, Monday, FINAL

Nike don't know Diddley

BYLINE: Herald News Services

SECTION: Entertainment; F5

LENGTH: 136 words

Nike has hit a sour note with guitar legend Bo Diddley, 71, who is suing the clothing and athletic shoe company because, he says, last year it marketed nearly 28,000 T-shirts with his name, face and the slogan, "You Don't Know Diddley."

In a suit filed in Manhattan Federal Court, Diddley (real name Ellas McDaniel) says he did have an agreement with **Nike**, but that was in 1989 and it was only set to last two years. The company allegedly contacted Diddley's managers last year about manufacturing more of the shirts, but the two sides did not come to terms. The musician claims the company ignored letters to cease and desist selling the shirts, and a rep for Diddley's management told The New York Times, "This is a clear case of a big bully picking on the little guy." No comment from **Nike**.

LOAD-DATE: April 17, 2000

LANGUAGE: ENGLISH

GRAPHIC: P Photo: Bo Diddley

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Sydney Morning Herald (Australia)

September 27, 2000 Wednesday
Late Edition

Gold medal nets \$400,000 and that's just for starters; Cathy's Crown Sponsorship Olympics Sport

BYLINE: Andrew Hornery

SECTION: OLYMPICS; Pg. 7

LENGTH: 434 words

Cathy Freeman is expected to pocket more than \$400,000 in special oneoff payments from her sponsors as well as boost her earning power up to tenfold following Monday night's gold medal win.

Oneoff success payments are a standard feature in sponsorship contracts between companies and sporting stars of Freeman's calibre.

But it is just a drop in the ocean compared with the millions of dollars she is expected to earn as her profile soars.

Freeman's sponsors **Nike**, Qantas and Optus were reluctant to discuss the finer points of their arrangements with the runner yesterday.

Nor would they speculate on looming price increases as Freeman's contracts come up for review, with industry expectations that Freeman's earning power will catapult from \$1million a year to 10 times that over the next three years.

Nike was capitalising on Freeman's success just hours after her win by placing new billboards around the Sydney CBD featuring Freeman in her "swift" body suit and another one saying "Official supplier of joy to the Sydney 2000 Olympic Games".

The company also aired a new commercial based around images from Freeman's photo album which catalogued the star's life from her childhood days to athletic career. The ad aired in the first ad break after Freeman's win.

"**Nike** has a longterm relationship with Cathy and we definitely see that continuing," said **Nike** spokeswoman Ms Megan Ryan.

"We can't discuss the specifics of our athletes' contracts, but it is often the case that special incentives are offered when you break a world record or win a grand final."

Freeman's contracts with **Nike** and Qantas are due to expire in December while her deal with Optus will be reviewed next month.

Optus's marketing director, Mr Stephen Cameron, said yesterday he would be "naive" not to expect Freeman's sponsorship fee to increase following the Sydney Games.

Gold medal nets \$400,000 and that's just for starters; Cathy's Crown Sponsorship Olympics Sport Sydney Morning Herald (Australia) September 27, 2000 Wednesday

"There was some talk that she might retire at the end of the year, that means we would have to consider our strategy if she was no longer competing," he said.

Freeman's future "marketability" looks assured after her gold medal.

According to court documents filed in July by Freeman's former managers Mr Nick Bideau and Mr Peter Jess, Freeman earned \$3.41million in the three years before the Sydney Games. The court case has been held over until after the Games.

Some sports marketing executives were reported yesterday as claiming that Freeman was not as marketable as swimmer Ian Thorpe because she lacked Thorpe's confidence in the public eye and eloquence.

But others said yesterday that her uniqueness and her naturalness were far worthier qualities to a sponsor.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Daily Telegraph (Sydney, Australia)

May 20, 2000, Saturday

Woods plays ball with Nike

SECTION: SPORT; Pg. 150

LENGTH: 313 words

FOR the first time in 98 tournaments around the world, Tiger Woods yesterday played golf with a "swoosh" instead of a Titleist.

In the latest and loudest shot fired in the golf ball wars, Woods experimented with a **Nike** ball in the first round of the Deutsche Bank Open in Hamburg, leaving **Nike** hopeful it could use his massive appeal to grab a greater market share.

"If he decides to switch, it's an earthquake," said **Nike** Golf president Bob Wood.

Whether either happens remains to be seen.

After a two-under 70 that left him three strokes behind first round leader Miguel Jiminez, Woods said he had been experimenting with a version of the **Nike** Tour Accuracy ball in the past few months at his home course outside Orlando, Florida.

"I wanted a test round on the tour," Woods said.

"If I think it's viable to switch, I'll switch. If not, I'll go back to my ball."

Woods has a five-year deal with Titleist that pays him \$3.52m a year to use its clubs and balls.

But industry sources, speaking on condition of anonymity, have said he has an escape clause that would allow him to terminate the deal on short notice. "It's in my contract that I can try any ball," Woods said.

For Woods to change could be just what **Nike** needs to move into the highly competitive -- and highly profitable -- golf ball industry.

* AMERICAN John Cook shot a four-under 66 to take a one-stroke lead after the first round of the Colonial tournament in Fort Worth, Texas.

Spurred on by an eagle two on the par-four sixth hole, Cook equalled his lowest score of the year to gain a one-shot edge over eight players including 1987 Colonial champion Keith Clearwater along with Davis Love III and Phil Mickelson -- the two losers in last week's play-off at the Nelson Classic.

Robert Allenby, Stuart Appleby and Steve Elkington head the Aussie assault five shots back.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

Woods plays ball with Nike The Daily Telegraph (Sydney, Australia) May 20, 2000, Saturday

JOURNAL-CODE: DTM

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The New York Post

April 27, 2000, Thursday

NIKE RIPS INTO WAL-MART FOR SELLING CHEAP KNOCK-OFFS

BYLINE: DEVLIN BARRETT

SECTION: All Editions; Pg. 050

LENGTH: 316 words

Archrivals **Nike** and Adidas teamed up yesterday to sue Wal-Mart, charging the discount department store is selling counterfeit T-shirts and other items bearing their company logos.

Wal-Mart "has engaged, and is continuing to engage, in the knowing and intentional use of counterfeits," claims the suit filed in Manhattan federal court.

The sports equipment companies charge the store also peddles trademark rip-offs at their Sam's Club subsidiary's outlets.

The suit doesn't seek a specific figure in damages, but demands \$1 million for each "type" of counterfeit item sold.

Nike and Adidas also want the court to force Wal-Mart to destroy any counterfeit products or advertisements it still has.

"It's the same old story with this company," said Steven Gursky, who filed the suit against Wal-Mart and has taken them to court over similar complaints brought by Tommy Hilfiger, Polo and Nautica.

"It's staggering that a company like Wal-Mart would do this and advertise this [counterfeit] stuff to bring in customers to sell all the other junk they have in their stores," Gursky said.

"It's horrendous, and it's worse than the street counterfeiters," fumed the lawyer. "When you walk into Wal-Mart, you don't even stop to think about the possibility of getting ripped off, because they're the great American brand. What they're doing is making absolutely no effort to avoid infringing other people's rights," he said. "Then they walk into court and say aeyour honor, we are bad boys ... we are changing our policy."

Wal-Mart officials denied the charges and said they follow rigid inspection procedures to root out any counterfeits.

"We have no reason to believe that the merchandise we have sold is not 100 percent authentic," said spokesman Les Copeland. "If we're not sure about the origin of merchandise, then we just don't buy it."

LOAD-DATE: April 27, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHIL KNIGHT Calls foul. AP

NIKE RIPS INTO WAL-MART FOR SELLING CHEAP KNOCK-OFFS The New York Post April 27, 2000,
Thursday

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Herald Sun (Melbourne, Australia)

June 9, 2000, Friday

Sign up to the No Sweat code, **Nike**. Just do it

BYLINE: Jill Singer

SECTION: OPINION; Pg. 18

LENGTH: 587 words

NIKE is not my idea of a good corporate citizen.

This week the massive sportswear company was forced to admit it has breached Australian workplace laws and it handed over \$15,000 to the Textile Clothing and Footwear Union in an out-of-court settlement.

Ouch! That must have hurt -- about as much as being flogged with a warm lettuce leaf.

I can just imagine **Nike** executives dismissing that sum as being roughly equivalent to a round of drinks.

Nike has no factory in Australia. It does, however, have an untold number of Australians sewing an untold number of garments for it -- products such as AFL and rugby league merchandise.

Nike hires all its Australian production out to contractors, who are then free to sub-contract in an employment system which makes the monitoring of working conditions extremely difficult.

How can we be sure that some poor migrants haven't turned their homes into sweatshops for paltry pay?

As the law stands, all companies which farm work out to contractors are required to register with the Australian Industrial Relations Commission and to provide the AIRC with lists of contractors.

Nike says the fact that it failed to comply with these requirements was a mere "administrative oversight".

Company spokeswoman Megan Ryan said the case the textiles union brought against **Nike** was "never about outworkers". She said **Nike** has contractual obligations with all its manufacturers that it will "comply with our no-homeworker obligation".

Sure, **Nike** makes its contractors sign such an agreement, but what are they worth?

The textiles union says it has evidence that outworkers have been employed here to produce **Nike** products and was ready to produce it if the court case had gone ahead.

The union is not against outworking as such, but is concerned with ensuring such workers are not exploited.

Community Aid Abroad has been monitoring **Nike** for years and lists its concerns about the company on its Internet site, www.caa.org.au/campaigns/nike/.

There you can read claims by US human rights and labor groups that **Nike** has contracts with about 50 factories in

Sign up to the No Sweat code, Nike. Just do it Herald Sun (Melbourne, Australia) June 9, 2000, Friday

China and that workers at its Sewon factory are paid about US 26 cents an hour.

It is not difficult to work out why 40 per cent of **Nike** shoes are made in China.

One group visited the Sewon factory in July last year and reported that although the temperature was over 35 deg., the factory had no airconditioning.

For its part, **Nike** insists it has the highest of ethical standards on work practices and that it has moved to abolish the exploitation of child labor.

You wonder, though, what constitutes exploitation of adults by China's standards.

In December 1996 a joint employer-union organisation called the Homeworkers' Code of Practice committee was formed to monitor outworking in Australia.

Adidas and Reebok have signed an agreement to abide by the code the committee drew up. But even after this week's admission that it has broken Australia's employment laws, **Nike** won't sign up.

It has, however, finally provided the AIRC with a list of its contractors. It shows **Nike** pays a host of small companies to arrange to make garments for sporting teams such as Melbourne Storm, the Brisbane Broncos, Canberra Raiders, Carlton and Port Adelaide.

Come December, you'll be able to determine which companies have signed up by looking for a "No Sweat" label on their clothing.

It would make good PR sense for **Nike** to just do it, sign the code and join the "No Sweat" campaign.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The Vancouver Province (British Columbia)

August 30, 2000 Wednesday Final Edition

Carter puts Puma troubles behind him and joins Nike

SOURCE: Canadian Press

SECTION: Sports; Pg. A49

LENGTH: 406 words

Vince Carter's problems with Puma appear to be over.

The Toronto Raptors superstar has signed a six-year endorsement contract worth \$30 million US (\$44.5 million Cdn) with **Nike**, according to a report on HoopsTV.com.

The king of shoe marketing, **Nike** sales have slumped in recent years and its stock prices have fallen about 29 per cent over the past 12 months.

Signing Carter would be a major coup for **Nike**, giving the shoe giant perhaps the NBA's most popular and dominant player to market its products since Michael Jordan.

Quoting anonymous sources, the report said between \$18 to \$20 million of the \$30 million will go to Puma to free Carter from his previous shoe contract.

But lawyer Norman Oberstein, from the firm Oberstein, Kibre and Horowitz that represents Puma, said there isn't any agreement yet.

Talks are progressing "satisfactorily," Oberstein told the Canadian Press news service from Los Angeles.

"There isn't anything pending. We're just trying to work things out and hopefully we will."

The relationship between Carter and Puma soured last season, when the player complained about the footwear the company provided him.

This summer, an arbitrator ruled that Carter owes Puma \$13.5 million for breaching his endorsement contract by publicly denouncing Puma's shoes and negotiating with other companies while under contract.

The ruling also said Carter was responsible for Puma's legal fees (about \$1 million) and prohibited him from signing an endorsement deal with another company for three years.

Oberstein said Carter would need permission from Puma to negotiate with **Nike**.

When asked if Puma had granted him that permission, he refused to comment, saying only that any agreement would be announced promptly.

The report said the three sides were ironing out the final details of the deal, with Puma demanding a cut of royalties generated by Carter's future with **Nike** shoes.

Carter puts Puma troubles behind him and joins Nike The Vancouver Province (British Columbia) August 30, 2000
Wednesday Final Edition

Nike spokesman Eric Oberman refused to say whether **Nike** has been negotiating with Carter.

"We don't comment on rumours or speculation and we have absolutely nothing to announce at this point," Oberman said in a telephone interview from Portland, Ore.

Carter's agent, IMG's Mark Steinberg, was travelling and unavailable for comment.

Carter is currently in Hawaii training with the U.S. Olympic team.

HoopsTV.com is a 24-hour basketball news and entertainment Web site.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Color Photo: (Vince) Carter, jumps ship

TYPE: Sports

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Contra Costa Times (California)

June 22, 2000 Thursday FINAL EDITION

BUSINESS BRIEFS

SECTION: NEWS; Pg. B01

LENGTH: 423 words

Nike case goes to state Supreme Court

The California Supreme Court agreed Wednesday to hear an appeal by a consumer advocate who claims sneaker manufacturer **Nike's** defense of its Asian factories violates laws against false advertising. A lower appeals court ruled in **Nike's** favor March 20, saying the company's defense of its Asian wages and benefits was speech on a public policy issue and was protected by the First Amendment.

Legal

SEX BIAS: A federal court ruled Wednesday that United Airlines discriminated against female flight attendants from 1989 to 1994 by requiring them to stay thinner than their male counterparts. The 2-1 decision by the U.S. 9th Circuit Court of Appeals clears the way for money to be awarded to an undetermined number of the 16,000 stewardesses who worked for United during that time.

FREQUENT FLIERS: American Airlines' frequent fliers stand to gain hundreds of millions of dollars worth of extra mileage credit or fare discounts, in a proposed settlement of two class-action lawsuits. The suits allege that American improperly changed the terms of its frequent-flier program.

Internet

INTEL DEVICE: Semiconductor giant Intel Corp. today is starting to sell a simple device designed just for accessing the Internet that will be marketed to consumers by banks, retailers and Internet service providers. Intel is not marketing its 16-inch-high device, dubbed the Intel Dot.Station, directly to consumers, who would use it to browse the Internet, check e-mail and keep a household calendar. Instead, it is talking to companies ranging from Internet service providers to banks and online retailers who would then resell or give away the Dot.Station.

GAS SALE: Priceline.com Inc. will start selling gasoline today after signing up more than a million customers for the service.

Semiconductors

PURCHASE: Semiconductor giant Texas Instruments Inc. said Wednesday it will buy Burr-Brown Corp., a maker of semiconductors, for \$7.6 billion in stock.

Wire reports

TO READERS

The Times is introducing this week several improvements to our daily Business section. First, the stock tables are expanded by approximately 25 percent, with significant increases in Nasdaq listings. And we have added the Times East Bay 50, with more data on the stocks of the 50 largest companies in this region. We also are adding a daily roundup of national business briefs and a rotating set of columnists, including today's column from Scott Herhold of the San Jose Mercury News, who writes Stocks.comment.

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

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The Daily Telegraph (Sydney, Australia)

September 16, 2000, Saturday

Europe and Asia give **Nike** a flyer

SECTION: FINANCE; Pg. 112

LENGTH: 183 words

AS THE Olympics opens with one of the biggest advertising blitzes in **Nike** history, the athletics shoemaker reported first-quarter profits of \$378.7 million, beating Wall Street expectations.

The earnings of \$1.40 per share compare with \$360.7 million, or \$1.27 per share, in the year-ago quarter.

Analysts surveyed had pegged earnings at \$1.35 per share.

Sales for the quarter rose 5 per cent to \$4.69 billion.

"We're off to a good start for the fiscal year," said **Nike** chairman Phil Knight, who just returned from Australia in preparation for the annual shareholders meeting on Monday.

Asia and South America showed the biggest growth while European sales remained strong, but shoe sales fell again in the US, falling 1 per cent to \$1.69 trillion. US clothing sales also were off 2 per cent to \$587.92 million.

The earnings report was issued with some of the top names in sports -- including sprinter Cathy Freeman -- flashing the "swoosh" logo worldwide in television commercials preceding the opening of the Olympic Games in Sydney, Australia.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Sunday Mirror

October 1, 2000, Sunday

FOOTBALL: **NIKE STUNNER**

BYLINE: Paul Smith

SECTION: SPORT; Pg. 79

LENGTH: 88 words

AMERICAN giants **Nike** are ready to make an audacious bid to clinch a pounds 200million deal to sponsor England.

In a week when they have made a mind-blowing attempt to snatch Umbro's shirt deal with Man United, we can reveal they are poised to inflict further damage on the English-based company by opening negotiations to take over their contract with the national side.

Representatives from **Nike** have already discussed the prospect of a 10-year deal with the FA. Umbro's current contract expires in two years.

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

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The Irish Times

September 21, 2000

Nike withdraws horror ad

BYLINE: By BERNICE HARRISON

SECTION: CITY EDITION; BUSINESS & FINANCE; ADVERTISING/MARKETING; Pg. 17

LENGTH: 121 words

The first ad loser of the Olympic Games is **Nike** which this week withdrew an ad after complaints from more than 2,000 NBC viewers. The ad, a parody of horror film Friday the 13th, shows a masked man with a chainsaw chasing a scantily clad woman, who escapes in her **Nike** trainers.

Bewley's is spending (pounds) 200,000 on its first television, radio and outdoor campaign. It's to advertise its promotion with Person 2 Person, the mobile phone retailers. The promotion involves tokens redeemable against a Speakeasy phone.

The newly named QMP D'Arcy has picked up the VHI account after a four-way pitch which included the incumbents, CDP, and McConnells. The changeover was speedy and the new agency has already started work.

LOAD-DATE: September 21, 2000

LANGUAGE: ENGLISH

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San Jose Mercury News (California)

January 7, 2000 Friday MORNING FINAL EDITION

NIKE PROBES REPORT OF TOXIC CHEMICAL

BYLINE: Mercury News Wire Services

SECTION: FRONT; Pg. 21A

LENGTH: 135 words

Nike said Thursday that it was investigating whether some of its products were treated with a toxic anti-bacterial chemical that can cause serious health problems at high levels in humans. The probe by the Oregon-based manufacturer follows a television report in Berlin that the yellow-and-black jerseys **Nike** made for a popular German soccer club contained tributyltin, or TBT, a heavy-metal compound used in anti-barnacle paint for ships.

Three German department store chains pulled the shirts off their shelves Wednesday and Thursday as a precaution. At high levels in humans, TBT is believed to cause neurological problems, damage the immune system and harm the liver, said Juergen Kundke, a scientist with a German institute for consumer health. The chemical is used to reduce the smell of sweat.

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: World News in Brief

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Hamilton Spectator (Ontario, Canada)

January 7, 2000 Friday Final Edition

Stink over Nike shirts

SOURCE: Torstar News Service

BYLINE: Stuart Laidlaw

SECTION: BUSINESS; Pg. C02

LENGTH: 381 words

If your shirt smells after a good run, be thankful. Nike Inc. shirts in Europe are being recalled after a television program claimed they contain a chemical that's supposed to keep shirts from smelling like sweat, but can also lead to infertility.

Shirts in Canada do not contain the same chemical, a spokeswoman for Nike Canada Ltd. said.

"None of these jerseys are sold in Canada," Michelle McSorley said.

In fact, she said, preliminary testing by the company yesterday showed that Nike did not deliberately add the chemical in Europe, either, and that only a small batch of clothes from factories in Italy and Britain had the chemical.

Complete test results should be available today, she said.

The shirts in question are replica soccer team shirts sold through two German clothing store chains. Nike made the shirts and sewed on logos provided by the soccer teams whose uniforms were being replicated.

McSorley said Nike is investigating the possibility that the chemical got on to the shirts by way of the logos.

"We certainly would not have added it," she said, adding that concentrations of the chemical are very low.

"This isn't a life-or-death situation."

The chemical, tributyrin, is a fungicide that removes the smell created by the bacteria in sweat. It is often used in the shipping industry to control mould and mildew, said Thomas Kullick, an environmental spokesman for a European textile association. The heavy metal compound has also been used in anti-barnacle paint for ships.

German retailer KarstadtQuelle AG has pulled all Nike soccer shirts from its shelves, while Metro AG's Kaufhof Warenhaus AG department-store unit stopped selling the soccer shirts and may pull the rest. A spokesman said Karstadt has sold more than 10,000 of the shirts, which retail for about \$110 apiece and are replicas of the Borussia Dortmund soccer team's yellow-and-black kit. Karstadt will refund or exchange shirts it has sold but has not reached an agreement with Nike on who will pay for that.

The risks and benefits of tributyrin have been debated for years. A study of 140 snail species has shown that a high concentration of the chemical caused infertility, which is why the World Wildlife Fund has called for a ban, the German daily Die Welt reported.

Stink over Nike shirts Hamilton Spectator (Ontario, Canada) January 7, 2000 Friday Final Edition

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

TYPE: News

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Courier Mail (Queensland, Australia)

November 20, 2000, Monday

SECTION: SPORT; Pg. 12

LENGTH: 294 words

Nike deal probe

THE International Football Federation is set to block recent "serious interference" by two Brazilian parliamentary commissions into the country's football federation. A parliamentary inquiry is trying to determine if the Brazilian national side's lucrative 10-year \$US180 million contract with **Nike** might harm the country's game's interests and give **Nike** too much say in where they play and when.

Champs held

A 54TH minute goal from Andriy Shevchenko earned AC Milan a 1-1 draw at champions Lazio in a compelling Serie A match in Rome yesterday. Lazio led from the third minute when Dino Baggio unleashed a searing drive from 30m. But despite the explosive opening, Lazio struggled to gain control.

Celtic go ahead

HENRIK Larsson struck twice as Celtic demolished Hearts 6-1 at home yesterday to extend their lead at the top of the Scottish Premier League. The Swedish striker took his season total to 21 goals.

Real victory

AN own goal from former Barcelona midfielder Guillermo Amor handed Real Madrid a 1-0 win at Villarreal yesterday to take the European champions back up to within a point of the Spanish first division leaders.

Red-faced loss

A HAT-TRICK by Danish striker Ebbe Sand helped Schalke 04 crush Hertha Berlin 4-0 yesterday to knock them off the top of the German first division. The embarrassing defeat before a 50,000 crowd in their Olympic stadium was Hertha's heaviest at home in 20 years.

Cup casualties

ENGLISH second division sides Colchester and Brentford were the major casualties in the FA Cup first round yesterday, both going out to non-league sides. Colchester were thrashed 5-1 by Nationwide Conference side Yeovil, with Warren Patmore scoring twice. Brentford lost 3-1 at home to Kingstonian.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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The Evening Standard (London)

November 15, 2000

WOODS AMBUSHED IN **NIKE PROTEST;**

Sport in short

SECTION: Pg. 84

LENGTH: 262 words

TIGER WOODS, the world's No 1 golfer, had to be escorted through an angry crowd of protesting former **Nike** workers who ambushed him at his Bangkok hotel.

The 100 sacked employees said they were part of a group still waiting for compensation after being laid off by **Nike** in September.

Woods, who is sponsored by the clothing and footwear giant, is playing in this week's Johnnie Walker Classic.

He said: "They have their opinions and they have the things they want to accomplish and you can't stop them from doing that - that's their right and so be it."

ICE HOCKEY: London Knights crashed out of the Benson & Hedges Cup last night, losing to a Matt Oates-inspired Newcastle Jesters, writes Paul Fielder.

Newcastle, who led 3-2 from the first leg, won 5-3 on aggregate with all five of their goals over the two legs scored by Oates.

Brendan Yarema squared the tie on aggregate for London in the second period, before Oates struck twice to set up a final with runaway Sekonda Superleague pacesetters Sheffield Steelers on 9 December. Newcastle's victory also proved sweet revenge for their Superleague playoff defeat by London last April.

TENNIS: World No1 Martina Hingis swept into the quarterfinals of the WTA Chase Championships in New York with a comfortable 6-2, 6-3 victory over France's Julie Halard-Decugis.

A disappointed Halard-Decugis then announced her retirement after the defeat, while Hingis waits to see whether she faces either American Amy Frazier or sixth seed Nathalie Tauziat, of France for a place in the semis.

LOAD-DATE: November 16, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Vancouver Sun (British Columbia)

November 8, 2000 Wednesday FINAL C EDITION

Nike ready to outfit Manchester United soccer club

SOURCE: Sun News Services

SECTION: SPORTS, Pg. E7 World of Sport

LENGTH: 76 words

DATELINE: BEAVERTON, Ore.

Nike is raising its profile in the world's most popular sport by signing one of the world's richest sports endorsement deals. The Beaverton-based company will pay nearly \$675 million Cdn to outfit English soccer champion Manchester United from 2002 to 2015 in a deal announced over the weekend. **Nike** and Manchester United will evenly split any net profits, over and above the licensing fees, from Manchester licensing, sales and retail operations.

LOAD-DATE: November 8, 2000

LANGUAGE: ENGLISH

TYPE: Business; Brief; Sports

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The Vancouver Sun (British Columbia)

November 8, 2000 Wednesday FINAL EDITION

Nike to outfit Manchester United soccer club

SOURCE: Vancouver Sun

SECTION: SPORTS, Pg. E7 World of Sport

LENGTH: 76 words

DATELINE: BEAVERTON, Ore.

Nike is raising its profile in the world's most popular sport by signing one of the world's richest sports endorsement deals. The Beaverton-based company will pay nearly \$675 million Cdn to outfit English soccer champion Manchester United from 2002 to 2015 in a deal announced over the weekend. **Nike** and Manchester United will evenly split any net profits, over and above the licensing fees, from Manchester licensing, sales and retail operations.

LOAD-DATE: November 8, 2000

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The Express

September 20, 2000

GOLDEN SPIKES

LENGTH: 490 words

From Richard Lewis athletics correspondent FOUR years ago, when the colour of his shoes was gold, Michael Johnson secured the real thing by winning two Olympic titles. This time, nothing will be artificial. Sportswear giant **Nike** has produced a pair of 24-carat-gold-coated spikes for Johnson, who plans to bid farewell to the Olympics with another world record.

Johnson asked **Nike** to make him a lighter pair of running shoes to help him soar around Stadium Australia in the 400m. When its designer delivered the prototype, he could not believe it.

"People think it is all about image," said Johnson. "The shoes in 1996 made such an impact, because of the way I ran and the way they looked, and we were under pressure to better them.

"When **Nike** told me they were going to make them of gold, I said, 'Boy, get on with it'. But I won't be throwing them into the crowd afterwards because they are a little more expensive."

The new spikes also consist of aerodynamic lace and aluminium, they weigh 116grams and **Nike** designer Kevin Hoffer and developer Tobie Hatfield ensured the plate was made to accommodate Johnson's upright style.

A smile was not far away from the face of the man who lit up Atlanta with his performances, which included a 19.32secs world-record 200m run, described as the greatest moment in Olympic history. And when the 400m begins here on Friday morning, he is ready to secure another momentous achievement, cracking the 43-second barrier.

Johnson smashed the world record for the distance with 43.19 at last year's World Championships in Seville to complete his clean sweep at 200m and 400m. "I don't need to achieve anything more," he said ominously. "I'd like my 400m record to equal my 200m record. I want it to be so far out there that it is hard for people to understand, and I am capable of doing it.

"It is my ambition to break 43 seconds and I'm running out of time. I'm proud of my 400m record but I know I can do better."

The 33-year-old American made history in Atlanta by becoming the first man to win the 400m and 200m at the same Games.

Johnson, who plans to retire next year, possibly after the Goodwill Games in Brisbane, has cited Britain's Jamie Baulch as one of the key men to how his final Olympic 400m race could be run. Baulch has electrifying speed during the opening stages and Johnson said: "If Jamie gets in the final, it will make it a faster race."

It is unlikely to change the outcome, though, even if Johnson does not agree. "It is not a case that everyone else is simply going for silver or bronze," he added. "Every time I run I know that if I show any vulnerability, then the others will take advantage. I have to earn my success. "I always perform best at the big championships and all my records have come at them. But there is less pressure on me now because I am running in the 400m and the relay only." Two golds,

then? One for each shoe.

LOAD-DATE: September 20, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

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New Straits Times (Malaysia)

April 18, 2000

Next **Nike** promises more fireworks

BYLINE: By Glen Peters

SECTION: Sport; Pg. 38

LENGTH: 209 words

THE next **Nike** Cup soccer under-15 championships in November will see the best players from all 14 states, academies and schools, representing their respective states.

The recent championships in March saw only the 12 state soccer academy teams competing.

Also included in the November competition will be two other teams namely the under-15 Armed Forces team and the under-15 Royal Malaysian Police team.

"The players will be selected based on their performances in the under-15 knockout championships which will see the school teams competing from the district, state, zone and national level," said Husin Deraman, assistant vice director for the sport division of the education ministry.

"In the meeting with the Football Association of Malaysia (FAM), we have come to an agreement to select players born in 1985, or 14 year olds this year, which means they will be 15 years old for next year's **Nike** Asia Pacific Championships."

The move will see more talents being exposed and given a chance to represent the country in the championships.

The **Nike** Cup is among the seven new competitions introduced to schoolchildren this year under the recent partnership of the MSSM-NSC-FAM soccer youth development project.

LOAD-DATE: April 18, 2000

LANGUAGE: ENGLISH

409 of 1000 DOCUMENTS

Korea Times

July 28, 2000, Friday

Air Defense System Vulnerable Due to Nike Missiles

LENGTH: 407 words

The country's aerial defense system is showing vulnerability as Nike Hercules missiles, the ROK Air Force's only long-range weapons against air attacks, have become almost unusable.

The Air Force said it has failed to find the cause of a mid-air explosion of a Nike Hercules missile that occurred off the west coast city of Taechon last October.

Since the accident, the Air Force has sent inquiries to the U.S. Guided Missile Command three times to discover what caused the explosion. But the U.S. command only replied that it can't give accurate answers because its relevant department was disbanded and manufacturers ceased production.

The Air Force says it won't be able to conduct routine drills of the U.S.-made missile for fear of recurrence of similar accidents.

Currently, South Korea has 190 Nike Hercules missiles but it is questionable whether they could be fired in the event of an emergency. The missiles, first developed by the United States in 1953, were transferred to the ROK Air Force by the U.S. Forces Korea in 1965.

South Korea is the only country in the world that still deploys the almost depleted missile. The U.S. allegedly disbanded Nike Hercules military units in 1985 and Taiwan also retired its stock in 1991.

Air Force officials complain that the 4.5-ton missile should have been replaced long ago. It can be also used as a ground-to-ground missile.

The Defense Ministry is now pressing ahead with a major procurement project, code-named SAM-X, to replace the outdated Nike Hercules. But military experts say the project may be postponed due to recent domestic political developments on the Korean peninsula.

The ministry asked the Ministry of Planning and Budget to allocate funds for the launch of SAM-X in its 2001 budget bill. But it remains to be seen whether funds for the project will be granted because SAM-X is given lower priority, compared to the Air Force's next-generation FX fighter program.

U.S. Patriot, France's SAMP-T and Russia's S-300 are competing to win the 2 trillion won project.

Apart from last year's mid-air explosion, a Nike Hercules exploded in mid-flight three seconds after it was accidentally fired from an air defense unit near a beach in Incheon in December 1998. The explosion caused numerous fragments from the projectile to rain down on a residential area, injuring a dozen civilians and shattering hundreds of windows in houses and apartments.

LOAD-DATE: July 27, 2000

Air Defense System Vulnerable Due to Nike Missiles Korea Times July 28, 2000, Friday

LANGUAGE: ENGLISH

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413 of 1000 DOCUMENTS

The Express

June 24, 2000

THE RUN-FASTER SWIFT SUIT THAT LEAVES THE VEST BEHIND

BYLINE: BY RICHARD LEWIS**LENGTH:** 286 words

ATHLETICS CORRESPONDENT

IT'S a far cry from the days of baggy shorts and singlet. Welcome to the Swift Suit - the kit that's being touted as a winner for any serious athlete.

The futuristic suit offers no glimpse of well-toned flesh, but covers the head and body with the aim of aerodynamically assisting athletes to run faster than ever.

Even the old Lycra kit can be thrown into the dustbin, according to makers **Nike**. The sportswear giant has spent two years designing the suit to reduce the effects of altitude, wind speed, temperature and track surface during a race.

Gina Dewitt, US 800-metres runner, unveiled the suit at **Nike** headquarters in Oregon. And American sprint superstar Marion Jones, the fastest woman in the world, will also be publicising the kit that is set to take this year's Olympic Games in Sydney by storm. "It does make me feel I will cut through the air," said Jones. "The suit has been made to help me run faster. That is what I think about when I am wearing it and the reason why I like it so much."

The Swift Suit follows on the heels of state-of-the-art bodysuits by adidas and Speedo for swimmers. These have helped break world records in the pool, while causing fierce controversy. **Nike** designer Eddie Harber said the latest innovation was made from a mix of fabrics including nylon, polyester and mesh. "Our idea was to take track and field where no one has gone before," said Harber.

"Sprinters like to be hot and we spent a great deal of time concentrating on how we could create a suit which could maintain warm muscles for an athlete." Our answer was to use darker colours on certain parts of the suit to absorb radiant heat from the sun."

LOAD-DATE: June 25, 2000**LANGUAGE:** English**PUB-TYPE:** Newspaper

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Belfast Telegraph

January 7, 2000

Nike sports shirts in poison probe

LENGTH: 200 words

THE replica football shirts withdrawn from sale in Germany following allegations they were poisoned are made in Britain.

Nike's world headquarters in Beaverton, Oregon, pledged a quick probe to determine whether any of its products - including Glasgow Rangers shirts - are laced with a toxic anti-bacterial chemical.

"We're doing independent tests on our end to ensure there is no risk to the public," spokesman Vada Manager said.

He said it appears the shirts were made in Britain. Arsenal and Glasgow Rangers are among the teams that wear **Nike**.

German department stores have already pulled Borussia Dortmund shirts off their shelves.

The action followed a German television report that the replica shirts contained tributyltin, a heavy metal compound used in paint for ships.

It is also used to kill bacteria and quell the smell of sweat. But British and Dutch tests have shown it to cause mutations in marine snails, and the World Wildlife Fund is calling for its global ban.

At high levels in humans, TBT is believed to cause neurological problems, damage the immune system and harm the liver, said Juergen Kundke, a scientist with a German health institute.

LOAD-DATE: January 7, 2000

LANGUAGE: English

TYPE: Paper

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415 of 1000 DOCUMENTS

The Express

November 18, 2000

FURY AT MAN UTD SILENCE OVER **NIKE**

BYLINE: DAVID HELLIER

LENGTH: 133 words

Manchester United directors refused to discuss the football club's recent GBP 300million sportswear contract with **Nike** at its annual shareholders' meeting yesterday.

Shareholders' United, a pressure group formed to oppose satellite operator BSkyB's bid to take over the club, asked if United had checked **Nike's** employment practices after allegations that the sportswear group sub-contracted work to factories that employed under-age labour.

It also wanted to know if United had an escape clause to get out of the deal if it found anything untoward.

The United board, chaired by Professor Roland Smith, said it had been told by lawyers that it could not give details of the 13-year agreement.

United said its charter prevented it contracting from any company using child labour.

LOAD-DATE: November 17, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

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EVENING CHRONICLE (Newcastle, UK)

September 28, 2000, Thursday Edition 1

United get Nike kit on

SECTION: FOOTBALL SHORTS, Pg. 75

LENGTH: 92 words

Manchester United are poised to announce an amazing £300 million kit deal with **Nike**.

The American sportswear giants are believed to have agreed a 15-year link-up with the Premiership champions which could be rubber-stamped as early as next week.

United still have two years left to run on their current contract with Umbro.

But **Nike** are determined to establish themselves as the leading force in the ever-growing world-wide football market.

The firm already sponsor Brazil's national team for just under £7 million a year.

LOAD-DATE: September 28, 2000

LANGUAGE: ENGLISH

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Hamilton Spectator (Ontario, Canada)

November 22, 2000 Wednesday Final Edition

Nike didn't pressure Ronaldo, coach says

SOURCE: The Associated Press

SECTION: SPORTS; Pg. E08

LENGTH: 210 words

DATELINE: BRASILIA

The former coach of Brazil's national soccer team denied accusations that **Nike** forced Ronaldo to play against medical advice in the 1998 World Cup final.

"I am no puppet," said Mario Zagallo, who testified yesterday before a Senate commission investigating Ronaldo's health problems before the game, which Brazil lost 3-0 to France.

Zagallo, who now coaches Rio de Janeiro's Flamengo, told the commission he was prepared to play Edmundo in Ronaldo's place. But, he added, Ronaldo showed up 45 minutes before the game and begged to play, assuring the coach he had been cleared by doctors.

"He told me he was in perfect physical condition," Zagallo said.

Ronaldo, one of soccer's biggest stars, played despite mysterious convulsions shortly before the game.

Nike, the team sponsor, has steadfastly denied that it forced Ronaldo to play in the sport's showcase game.

The commission is expected to call Ronaldo, team doctor Lidio Toledo, Brazilian Soccer Confederation president Ricardo Teixeira and Roberto Carlos, Ronaldo's roommate who first reported the seizures.

The commission is also examining if the federation's sponsorship deal with **Nike** gives the sportswear manufacturer the right to decide who plays on the Brazil's national team.

LOAD-DATE: November 5, 2001

LANGUAGE: ENGLISH

TYPE: News

420 of 1000 DOCUMENTS

Herald Sun (Melbourne, Australia)

August 19, 2000, Saturday

Perfect Fit

BYLINE: AMANDA RUBEN

SECTION: WEEKEND; Pg. W12

LENGTH: 410 words

WHEN it comes to fashion

make-overs, nothing has had a bigger image change than the tracksuit.

Sportswear, once the object of ridicule, has made the move from daggy to very, very cool -- helped along by the streetwear trend.

Brands such as **Nike**, adidas and Fila are putting more effort into design with the fashion-conscious gym junkie in mind.

And for those who just like to look sporty, there is a great variety of hooded tops,

long-sleeved T-shirts, nylon jackets and track pants which wouldn't look out of place on Chapel St. There are two ways to go: you can be inspired to join a fitness club and get in shape for summer, or reach for the tracksuit the next time you wake up on a lazy Sunday and can't bear the thought of stilettos and skin-tight jeans.

STOCKISTS

Monell: 9428 9428

Puma: 1800 811 511

Nike: 9866 0333

Mooks: 9428 3948

Feathers: 9428 9833

Coral Reef: 9466 4144

Hom, at David Jones: 9643 2222

Sportsgirl: 9663 4855

DKNY, Daimaru: 9660 6666

Above right: Red Isolator Puma running shoe, \$140.

Right: Rebecca: Navy one-piece bathing suit from Coral Reef, \$59.95.

Ben: Alba bathing briefs from Hom, \$69.95.

Below: Green Two Phat three-quarter-sleeve top from Mooks, \$71.50.

Left: Rebecca: Home Run muscle tee, \$39.95, and Kick Start Capri pants, \$69.95, from Monell; cushion socks from **Nike**, \$10; X-trainers from Puma, \$90.

Ben: red Knockout T-shirt from Puma; black bodywear shorts from **Nike**, \$59; Air Rift trainers from **Nike**, \$169.

Right: Rebecca: Sonic three-quarter pants from Monell, \$75; athletic top from **Nike**, \$39; sunglasses from Sportsgirl, \$29.95;

backpack from **Nike**, \$29.

Ben: navy diver shorts from Puma, \$38.50; grey felt patch singlet from Mooks, \$49.50; Puma sports bag, \$35.

Above: Performer crop top, \$38.50, and Performer bike shorts, \$33, from Puma; cushion running socks from **Nike**, \$10; X-trainers from Puma, \$90; lightweight jacket from **Nike**, \$99.

Far left: Pink hooded coat from Feathers, \$499; denim jeans from Feathers, \$199; shoulder bag from DKNY, \$149; sunglasses

from Sportsgirl, \$29.95.

Left: Unisex pants from **Nike**, \$59; 06 Sports Airtex tank from Mooks, \$43.90; red Isolator trainers from Puma, \$140.

Pictures: Stuart Milligan

Stylist: Marc Wasiak

Models: Rebecca from Vivien

Ben from Chadwick

Location: Healthland Fitness Club,

Church St, Richmond.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

421 of 1000 DOCUMENTS

The Globe and Mail (Canada)

October 27, 2000 Friday

Nike ad: Good taste gone in a swoosh**BYLINE:** JOHN HEINZL**SECTION:** REPORT ON BUSINESS: MANAGING; MARKETING; Pg. M1**LENGTH:** 797 words**Nike**, what on Earth were you thinking?

It is astonishing, given the myriad approvals an ad must receive before it sees the light of day, how often firms screw up.

Sometimes, the goof can be forgiven. The makers of Dimetapp cold medicine, for instance, recently pulled a funny TV ad that depicted thieves crashing a truck through a store window and taking off with merchandise. The reason: The Retail Council of Canada complained that it trivialized theft.

But **Nike's** latest fumble belongs in a class all its own.

In its zeal to sell more overpriced shoes, the footwear giant has stepped - or, more accurately, stomped - on disabled people. The ad in question is so utterly insensitive, the thinking so profoundly flawed, that those responsible should be thrown off the nearest bridge with their Air Jordans tied together.

The magazine ad for **Nike** ACG Air Dri-Goat trail running shoes claimed the product would help the jogger depicted in the ad avoid hitting a tree, an accident that could render him a "a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the Earth in a motorized wheelchair with my name embossed on one of those cute little licence plates you get at carnivals or state fairs, fastened to the back."

Geez. You forgot the part about not being able to bathe and feed yourself. And never skating with your kids. And let's not forget all those stairs.

The ad drew swift complaints from disabled advocates, who called it "outrageous" and "denigrating." **Nike** did the right thing by pulling the ad from future publications and issuing a formal apology on its Web site. It said it meant to show that using the right shoes can prevent serious injuries. Good idea. Terrible execution.

Dan Wieden, chief executive officer of long-time **Nike** agency Wieden & Kennedy, also admitted in a statement that "we have stepped over the line with this advertisement and there is no excuse for it." The copy, he said, mysteriously "got through our approval process."

Nike has a habit of putting its sneakers in its mouth. During the Sydney Olympics, it pulled an ad that showed U.S. runner Suzy Favor Hamilton wearing a **Nike** sports bra while fleeing from a chainsaw-wielding attacker.

People didn't find that funny, either.

Nike isn't the only advertiser to miscalculate the public's response to an ad.

The Fox TV network is removing billboards for its new TV show, *The Street*, after people complained about its portrayal of women.

The billboards depict a woman wearing men's briefs and an unbuttoned dress shirt. The copy reads: "They say Wall Street is a man's world. They're only half right."

A Fox spokeswoman said the ad provoked complaints "from a few pockets" around the United States.

"We want to be provocative. We want people to tune in. But we don't want to anger people," the spokeswoman told Associated Press.

Quiz: It's British, it's on television and it stars a plump woman who scampers up a hill, peels off every last stitch of clothing and shouts, "I'm normal." What is it?

Monty Python's Flying Circus? *Benny Hill*? Nope. It's the newest ad for Marks & Spencer. You know, those lame stores nobody shopped at in Canada so they closed.

As profit tumbles at home, Marks & Sparks is trying to burnish its staid image. But why show a size-14 woman in the buff on a hilltop? Research indicated female forms are getting larger, and the chain wanted to highlight clothes for plus-size customers.

British newspapers were not impressed. One reviewer called the strategy "dubious." Desperate might be another word.

Maybe if the naked woman was running from a maniac with a chainsaw . . . never mind.

Sugar-coated cereals and candies don't just rot your teeth, kids. Now, they help you learn to count, too.

This insidious trend started in 1994 with the *M&M's Brand Counting Book*, which teaches toddlers to go one, two, three using pieces of the branded candy.

The book was a hit. Then along came books using Froot Loops, Hershey's chocolates, Oreo cookies and Reese's Pieces. Some of the more advanced branded books offer lessons in multiplication, division and fractions.

Now, I've got nothing against learning your kids how to do math. But should we really be trusting this vital job to M&M's and Oreos? Fact is, nobody lives on candies and cereal alone. A kid's gotta have French fries, too.

Which is why McDonald's should step up with a Supersize Fries and Drink Counting Book. You know, eat a French fry, take a drink - that's one - eat a French fry, take a drink - that's two. Maybe little Johnny could count how many bites it takes to devour a Taco Bell Chalupa.

Let's act before it's too late, people. As Whitney Houston said, I believe that children are our future.

Readers can send e-mail to:
jheinzl@globeandmail.ca

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

Nike ad: Good taste gone in a swoosh The Globe and Mail (Canada) October 27, 2000 Friday

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EVENING CHRONICLE (Newcastle, UK)

April 5, 2000, Wednesday Edition 1

Nike one Hartley

SECTION: GRASSROOTS SPORT, Pg. 56

LENGTH: 99 words

NEW Hartley went into the final of the Coast Colts Under-12 League Cup resplendent in new strips courtesy of **Nike** after they realised that their original outfit clashed with FC Amble.

As well as the clash the club's original colours were looking a bit worse for wear so they got in touch with the sports giants' London base and **Nike** were only too happy to donate a full set of colours which were quickly despatched North.

"As well as looking good on the day the result went our way too," said a New Hartley official after seeing his side lift the trophy with a 1-0 victory.

LOAD-DATE: April 6, 2000

LANGUAGE: ENGLISH

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Contra Costa Times (California)

September 15, 2000 Friday FINAL EDITION

WOODS SIGNS MEGA-CONTRACT WITH **NIKE; TIGER INKS A FIVE-YEAR CONTRACT EXTENSION WORTH A REPORTED \$100 MILLION WITH WORLD'S LARGEST SHOEMAKER**

BYLINE: Dan Bollerman

SECTION: SPORTS; Pg. C01

LENGTH: 457 words

DATeline: BEAVERTON, Ore.

BEAVERTON, Ore. Tiger Woods signed a five-year extension to use **Nike** Inc.'s golf balls, clothes and shoes, the company said, as he nears the end of his current five-year, \$40 million agreement with the world's largest athletic shoemaker.

Financial terms weren't disclosed. The Associated Press reported that the agreement is worth \$100 million, citing a source close to the negotiations.

Bob Wood, president of the company's **Nike** Golf division, said Woods signed the extension on Thursday, a deal that runs for five years starting in September 2001.

"You don't often get a chance to work with the best in the world," Wood said from his office in Beaverton.

Woods, 24, signed his first contract with **Nike** shortly after turning professional in August 1996.

The extension would place Woods on a level with the one **Nike** has with retired basketball superstar Michael Jordan, who has his own clothing line with the company. Former boxer George Foreman and partners sold his name to Salton Inc., which makes the George Foreman line of grills, for \$137.5 million in cash and stock earlier this year.

At least one analyst said he isn't sure **Nike** can make money on Woods' new contract.

"I think it's hard for it to be profitable unless golf continues to grow at unprecedented levels," said Bob Williams of Burns Sports Celebrity Service, which matches athletes with endorsers. "The good news is that they've got the next marketing Jordan; the bad news is that he's in a niche sport."

Wood said the company might look at going into the golf-club business, a move that Williams said might be the way **Nike** makes money.

"They've got to get Tiger interested in designing his own clubs," Williams said from his office in Chicago. "They have a chance to make a lot of cash then."

Many prominent players have had their own club-making companies, including Ben Hogan, Jack Nicklaus and Arnold

WOODS SIGNS MEGA-CONTRACT WITH NIKE;TIGER INKS A FIVE-YEAR CONTRACT EXTENSION
WORTH A REPORTED \$100 MILLION WITH WORLD'S LARGEST SHOEMAKER Contra Costa Times
(California) September 15, 2000 Friday FINAL EDITION

Palmer.

Woods has won the past three major championships the U.S. and British Opens and U.S. PGA Championship and is the first player to win nine U.S. PGA Tour events in a year since Sam Snead won 11 in 1950.

He's the youngest player to win all four majors in his career and has set records for single-season and career money won on the U.S. tour.

Woods' decision to switch to **Nike's** Tour Accuracy ball in June ended a marketing conflict between Woods' two top golf sponsors **Nike** and Acushnet Co.'s Titleist that started last year when **Nike** entered the golf ball market.

Titleist had threatened **Nike** with a lawsuit after Woods appeared in a **Nike** commercial in which the golfer bounced a ball off his wedge.

Instead, Titleist reworked Woods' agreement so that he was paid only when he used its equipment in tournaments.

LOAD-DATE: February 4, 2002

LANGUAGE: ENGLISH

GRAPHIC: Bloomberg News
Photo, Tiger Woods mug

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Sunday Mirror

August 6, 2000, Sunday

FOOTBALL: ROCKET FOR 'NASA' BALL

BYLINE: Paul Smith

SECTION: SPORT; Pg. 7, 72

LENGTH: 261 words

THE Premier League has come under fire for booting the Mitre match ball into touch and replacing it with space age technology from **Nike**.

The American company paid pounds 9m for a three-year deal to replace Mitre as the official Premiership matchball supplier.

A former NASA worker helped develop the "Geo Merlin" which is supposed to fly faster and truer than any other football.

Mitre wrote to all Premiership clubs asking them to endorse their ball, which has been used for the last eight years, but failed to stop **Nike** winning the deal which is worth millions of pounds in brand awareness.

Gordon Strachan, manager of Coventry who tested the **Nike** ball, wrote to the Premier League about the Merlin.

He said: "I understand NASA helped develop this ball and that is where it belongs - in space. It is a very poor ball indeed. I only knew recently that our academy had tested it but having used the ball in the past three weeks, I hate it. It's far too quick and unpredictable and I would have stuck with the original Mitre ball."

Liverpool goalkeeper Sander Westerveld also slammed the **Nike** ball. He said: "It moves around all over the place and it is very slippery. I hate it and I know the other keepers will as well."

A spokesman for **Nike**, who say the ball has been endorsed throughout Europe, said: "We are not surprised that the introduction of such a technological innovation has led to some debate. We are confident that when inflated to the correct pressure the Geo Merline flies truer and straighter than any other ball."

LOAD-DATE: August 6, 2000

LANGUAGE: ENGLISH

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Daily News (New York)

June 24, 2000, Saturday

SAG BACKERS BLAST **NIKE**

BYLINE: By MICHAEL O'KEEFFE DAILY NEWS SPORTS WRITER

SECTION: SPORTS; Pg. 55

LENGTH: 345 words

More than 100 striking actors and their supporters protested outside midtown Manhattan's Niketown yesterday, blasting the athletic apparel giant because it has continued to shoot commercials featuring athletes.

The footwear corporation was targeted because this week it announced that Olympic sprinters Michael Johnson and Marion Jones had crossed picket lines to shoot **Nike** commercials.

"**Nike's** insistence on being (arrogant) and being proud of it is what aggravates people," Screen Actors Guild spokesman Paul Reggio said.

"An Olympic runner has one shot in four years to be in the public eye," Reggio said. "They're putting the athletes in the middle."

"Michael Johnson, Shame on You, **Nike** Scab," said one protester's sign.

The strike has created factions in the sports world: The NFL, NBA and major league baseball players' unions support the actors, and Tiger Woods recently refused to shoot an ad during the strike. The Broncos' Terrell Davis, the Titans' Eddie George, the Bucs' Keyshawn Johnson and the Rams' Kurt Warner have crossed picket lines. Athletes who appear in commercials are required to join SAG and could face discipline by the union.

Shaquille O'Neal also angered union members when he said, "I'm going to Disneyland," for a commercial moments after the Lakers won the NBA title Monday night. However, O'Neal, who planned to donate the money he will be paid for the ad to charity, supports the strike, his agent said.

"This was a one-time result of a championship won by the Lakers," Leonard Armato said.

Nike spokesman Bob Mitchell said the company can't interrupt its commercial-production schedule, which is based on sporting events such as the NBA playoffs, the Olympics and the World Series.

SAG and the American Federation of Television and Radio Artists have been on strike since May 1. Actors are paid each time a commercial is shown on network TV but paid a flat fee when the ad is run on cable. The unions want to be paid each time an ad runs, but ad agencies want to pay them a flat fee for all network and cable ads.

LOAD-DATE: June 24, 2000

LANGUAGE: ENGLISH

SAG BACKERS BLAST NIKE Daily News (New York) June 24, 2000, Saturday

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The Gazette (Montreal, Quebec)

Nike probe turns into a Brazilian circus: Answers are few as lawmakers demand changes to sportswear giant's contract with national team

BYLINE: PAUL CARBRAY**SOURCE:** The Gazette**SECTION:** SPORTS, Pg. D11 Corner Kicks**LENGTH:** 1226 words

Who's afraid of the big, bad **Nike**?

Apparently Brazil, which is in the throes of a congressional inquiry into the contract between the American sportswear giant and the country's national team.

The Brazilians say the deal gives **Nike** too much control over the national team, including the right to specify how many international exhibition games the Brazilians play each year.

Although **Nike** agreed to cut the number of friendly games the team plays under terms of its 10-year, \$240- million (Canadian) rights contract, the country's government wants more changes to the agreement, a congressional deputy said.

Nike and the Brazilian Soccer Federation agreed to reduce the number of exhibition games Brazil plays to two from five a year under terms of the contract.

The president of the government's lower-house inquiry into the deal said he'd ask public prosecutors to take legal action against the Brazilian federation if more changes weren't made.

"The contract breaks a law that sporting organizations shouldn't cede their autonomy to a foreign company," congressional deputy Aldo Rebelo told Bloomberg News. "It would be easier if the CBF and **Nike** change the contract. If not, we'll request legal proceedings be opened."

The suspicion is the Brazilians want more money, especially in view of the massive deal **Nike** signed with England's Manchester United, worth more than \$670 million over 13 years.

The inquiry has been a bit of a joke. Former national-team coach Mario Zagallo, questioned over the use of Ronaldo in the 1998 World Cup final despite a mysterious seizure suffered by the striker hours before the game, shouted at deputies and said little.

"I'm not dishonest, my life is clean," Zagallo screamed at deputies whom he said were questioning his honesty.

Bad-boy striker Edmundo, who looked like he'd had a tough night on the town and about an hour of sleep, caused a near-riot when he appeared, with deputies clamouring to have their pictures taken with the striker and congress practically shutting down. Edmundo, displaced by Ronaldo when it was decided he could start the final, merely said Ronaldo was cleared by doctors to play and **Nike** had nothing to do with the decision.

Nike probe turns into a Brazilian circus: Answers are few as lawmakers demand changes to sportswear giant's contract with national team The Gazette (Montreal, Quebec) November 27, 2000 Monday

Joao Havelange, the wily former boss of FIFA, soccer's world governing body, showed his ability to dodge and parry. Asked what he thought of the **Nike** pact, Havelange said he hadn't read it.

Meanwhile, FIFA continues to raise the alarm about "Significant political interference" into Brazilian soccer. But it has stopped short of reiterating the threat first made by president Sepp (Blowhard) Blatter to suspend the country from international play.

Suspend Brazil from the World Cup? Yeah, right.

- OH, HOW THE MONEY ROLLS OUT - Despite possible changes that would outlaw transfer fees, teams continue to pay huge amounts for players.

The latest extravagance came from England's Leeds United, which splashed out an estimated \$38 million for West Ham defender Rio Ferdinand.

Ferdinand said the price tag didn't concern him.

"I'm here to play football and raise my game," said the 22-year-old, who joined West Ham's youth program at age 7. "European football is what I need and what I want. Leeds can offer me that, so this is a big step forward for me."

The deal for the centre-back eclipsed the previous world record for a defender, set by Manchester United when it paid PSV Eindhoven \$ 23.3 million for Dutch international Jaap Stam in 1998.

It also represented the biggest transfer fee involving an English club, beating the \$32.8 million paid by Newcastle United in 1996 and Chelsea in 2000 for Alan Shearer and Jimmy Floyd Hasselbaink, respectively.

Friday, perennial Scottish champion Glasgow Rangers, struggling this season, paid a team-record \$25.5 million for ex-Chelsea striker Tore Andre Flo. The Norwegian international paid off quickly, scoring yesterday as Rangers defeated arch-rival Celtic 5-1.

Meanwhile, another English team that's feeling the pain is once-mighty Tottenham Hotspur. Manager George Graham admits that England international defender Sol Campbell is almost sure to leave, but he can't trade him off.

Campbell has made it clear he won't leave until his contract expires at the end of this season. That means he can leave as a free agent and Spurs will get nothing. The likely beneficiary: Manchester United.

"It's time people realized you can't sell a player without that player's permission," Graham said. "Sol's stand is that he is not going anywhere until he sees his contract out.

"I can understand that, but what I can't understand is why he is not sitting down and listening to our offer - even if he turns it down."

- ITALIAN SCANDAL - Prosecutors in Italy have suggested that seven players accused of fixing a game this season be suspended for three years,

The players on Atalanta of Serie A and Serie B's Pistoiese were accused of fixing an Italian Cup game that ended 1-1. The investigation was launched after unusually heavy wagering on the game was noticed.

- SHORT PASSES - Don't talk to me about mild-mannered Swedes. Angry fans of AIK Stockholm wrecked a bar owned by former AIK star Anders Limpar after the midfielder, winding down his overseas career, signed to play with AIK rivals Djurgarden. Fans spat in Limpar's face, called him a traitor, broke windows in the bar and ripped down decorations. ...

Nike probe turns into a Brazilian circus: Answers are few as lawmakers demand changes to sportswear giant's contract with national team The Gazette (Montreal, Quebec) November 27, 2000 Monday

Corinthians, the Brazilian team that was a surprise winner of FIFA's inaugural World Club Championship in January, has been having a tough time this season. The team now is looking for its fourth coach in 10 months after finishing 24th of 25 teams in the Copa Joao Havelange. ...

Speaking of mixing politics and sport: Spain is attempting to block a move by Gibraltar to join UEFA, the European soccer governing body. The British colony "is not an independent country," said a Spanish soccer spokesman. Do you think the protest has anything to do with Spain's longstanding contention that Gibraltar belongs to Spain? Why, that would be political. Must be some other reason. ...

Diego Maradona won't be allowed into Japan to watch his beloved Boca Juniors take on Real Madrid in the Intercontinental Cup tomorrow. His conviction for cocaine use means he is not permitted entry to Japan. ...

The three nominees for world player of the year, a FIFA-sponsored award, are Brazilian Rivaldo, Zinedine Zidane of France and Luis Figo of Portugal. The winner will be announced Dec. 11. ...

The record for most goals in a World Cup qualifier now is held by Iran, which swamped the American protectorate of Guam 19-0 in the first round of Asian qualifying Friday. Karim Bagheri, a midfielder with England's Charlton Athletic, had six goals. The Guamese (Guamers? Guamites?) haven't improved. Guam lost 19-0 to China in January at an Asian Cup qualifying tournament. ...

German soccer legend Franz Beckenbauer admitted last week that he is the father of a son born to a Munich secretary. Beckenbauer, who is married and chairman of Bayern Munich, met the woman at the club's Christmas party, according to the mass-circulation newspaper Bild. The woman gave birth to a boy in August. Beckenbauer, 55, said he and his wife had "talked things over, and it wasn't easy, especially for her." Gee, no kidding?

LOAD-DATE: November 27, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo: PHIL NOBLE, AFP ; Rio Ferdinand is introduced to, Leeds fans by team chairman Peter Ridsdale after record signing.

TYPE: Column

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Herald Sun (Melbourne, Australia)

July 7, 2000, Friday

Nike suit to spur Freeman to gold

BYLINE: TOM SALOM

SECTION: NEWS; Pg. 3

LENGTH: 211 words

THIS could be the new-look Cathy Freeman at the Olympic Games.

Freeman has tested the "Swift Suit" and is tipped to race in it this month.

The hi-tech skintight **Nike** suit, complete with hood and mesh earholes, improves a sprinter's aerodynamics.

Five separate fabric styles cover different muscle groups to provide optimum temperatures for the muscles.

Freeman secretly tested the suit in Melbourne late last year, and more recently in the United States.

"It's good," she said. "You feel like you are slicing through the air."

Nike has been pressing Freeman to race in the suit since it was launched last month but she wanted further tests.

The champion 400m runner was due to race in France on Saturday but has withdrawn from the meet.

She is now tipped to wear the outfit in a race in Norway towards the end of the month.

Adidas has made a similar suit but without the hood.

Australian sprinter Matt Shirvington has tested the adidas version.

Nike has spent two years designing the suit with windtunnel testing showing improved times over 100m, 200m and 400m.

American sprinter Florence Griffith-Joyner first wore a hooded running suit in the 1980s, but it was considered more a fashion garment.

DRUG cheat backs down, Page 4

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

437 of 1000 DOCUMENTS

The Gazette (Montreal, Quebec)

Teams vie for soccer Cup berth: **Nike** Cup playdowns feature clubs from Montreal, Ontario, N.S.

SECTION: Sports; C12

LENGTH: 267 words

The planet's most popular game invades local fields next Saturday when 10 Montreal-area teams are joined by seven more from Ontario and Nova Scotia for qualifying-round play in the **Nike** Premier Cup, the world's largest international tournament for players under 14.

Seventy-two teams from across Canada will play for the national championship and the right to represent the country at the North American Finals in Oregon and the World Finals in Amsterdam.

The **Nike** Premier Cup began seven years ago in Europe, with 624 teams from 12 countries.

Its growth has been phenomenal with the rise in soccer's popularity, especially in North America, and the tournament now boasts more than 5,000 teams worldwide.

Three regional qualifying rounds will be played - in Vancouver, Toronto and Montreal. Twelve boys' and 12 girls' teams will take part in each qualifying tournament, hoping to advance to the Canadian Finals in Toronto May 27-28.

"Participation in soccer is stronger than ever right now in Canada," says **Nike's** Julia Maughan, who captained the McGill Martlets for two seasons and played for Quebec's provincial women's team.

"We want to show the rest of the world we belong on the international stage, and this tournament allows us to do that."

Montreal-area teams taking part:

Girls: Bourassa, Anjou; Lac St. Louis Lakers, Lac St. Louis; Les Conquerants, Laval; F.C. Select, Saint-Hubert.

Boys: F.C. Select Rive-Sud, Brossard; Lac St. Louis Lakers, Lac St. Louis; Bourassa, Anjou; National RDP, Montreal; Patriotes Richelieu-Yamaska; Lanaudiere Dragons, Terrebonne.

LOAD-DATE: May 15, 2000

LANGUAGE: ENGLISH

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The Daily Telegraph (Sydney, Australia)

September 13, 2000, Wednesday

Exclusive venue for Nike stars

SECTION: LOCAL; Pg. 6

LENGTH: 114 words

NIKE will open an entertainment centre today for 700 of the top Olympic competitors sponsored by the sportswear giant.

The centre in Silverwater will host the company's contracted athletes such as US sprinters Michael Johnson and Maurice Greene and Australia's Cathy Freeman and Lleyton Hewitt.

It can host up to 200 athletes at a time and features a bar and dining area, private lounges, video games, table tennis and pool tables.

Nike spokeswoman Megan Ryan said the athletes would be free to relax in the centre away from the pressures of competition and the media.

Company executives will also use the centre to wine and dine athletes and set up new contracts.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Advertiser

January 10, 2000, Monday

Nike defends its footy shirts

SECTION: FOREIGN; Pg. 26

LENGTH: 74 words

LONDON: Tests on a UK-made football shirt have found it contains very low levels of a toxic chemical but should pose no danger to people wearing it, manufacturer **Nike** says.

Fears had been raised over the shirts of the German club Borussia Dortmund after a German TV show commissioned lab tests and claimed they contained tributyltin. **Nike** Europe released statements by several scientists saying the garment should pose no danger to humans.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Atlanta Journal and Constitution

December 22, 2000, Friday, Home Edition

Venus' deal richest for women

BYLINE: From News Services**SOURCE:** AJC**SECTION:** Sports; Pg. 7D**LENGTH:** 453 words

New York --- Tennis star Venus Williams, who won Wimbledon, the U.S. Open and two Olympic gold medals this year, signed what is believed to be the richest endorsement deal for any female athlete Thursday with Reebok International.

Terms were not announced, but the deal was reported to be worth \$ 40 million over five years.

"We made a decision there is no better athlete to represent our brand," said Angel Martinez, Reebok's chief marketing officer.

David Bober, who represents soccer star Mia Hamm, was impressed with Williams' contract.

"That's a pretty significant contract for a female athlete," he said. "It can only help shorten the gap between male and female athletes on endorsements. It's another signal that we are moving toward parity, a clear message that women's sports are here to stay."

The 20-year-old Williams recognized the significance of the contract.

"I have to be the best in everything I do," she said. "We've come a long way with the WNBA and the soccer players. I'm doing what I can. Maybe that's the most important part."

Huge endorsement deals have been rare in women's sports. Monica Seles signed a five-year, \$ 25 million deal with **Nike** after returning to the women's tennis tour in 1996. Martina Hingis has a six-year **Nike** contract that pays close to \$ 30 million.

Nike also has endorsement agreements with Mia Hamm, Lindsay Davenport, Lisa Leslie and Marion Jones.

Anna Kournikova may have the richest deal of all, a six-year contract with Adidas worth \$ 50 million. But that agreement includes many incentives, including Grand Slam victories and high rankings for a player who has yet to win her first tournament. Its guarantee is about \$ 3 million.

By contrast, **Nike** has a reported \$ 100 million deal with Tiger Woods, and Michael Jordan generates \$ 40 million a year in endorsement income two years after his retirement.

Alex Rodriguez, who last week signed a 10-year, \$ 252 million contract with baseball's Texas Rangers, figures to join the top echelon of athlete endorsers soon.

Venus' deal richest for women The Atlanta Journal and Constitution December 22, 2000, Friday,

"I'd like to clone myself about 80 times," said Reed Bergman of Impact Sports Marketing in Atlanta, who oversees Rodriguez's endorsements, corporate partnerships and community work. "Madison Avenue is really starting to see who this guy is and what he can be."

Rodriguez already has numerous endorsements, but analysts say his record-breaking playing contract puts his commercial opportunities in a new light.

"The price just went up," said Bob Williams of Burns Sports Celebrity Service, a Chicago firm that matches athletes with endorsers. "When you're making as much money as he is, you can afford to do a small number of very lucrative, multiyear deals."

LOAD-DATE: December 22, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo

Alex Rodriguez has seen his commercial appeal rise.

Photo

Venus Williams (left) has signed a five-year contract with Reebok.

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Herald Sun (Melbourne, Australia)

September 18, 2000, Monday

Inspired purchase

SECTION: MONEY; Pg. 58

LENGTH: 126 words

WITH all this Olympics activity you're probably thinking about resurrecting your fitness plan.

Apart from the usual health warnings about not going too hard too early, you might want to upgrade your footwear.

This week we picked a few styles of sports shoes and put them to the price test. Stocks varied greatly from store to store but the **Nike** shoes were widely available.

The cheapest price for the **Nike** Air Sanctum cross trainer was \$135 at Foot Locker. Myer was a shade under \$140 but Coles Myer shareholders would receive a 10 per cent discount.

The **Nike** Jetpack 2 also ranged from \$99 to \$119.

Happy exercising.

Prices are gathered anonymously and all care is taken but readers should make their own inquiries.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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Hobart Mercury (Australia)

January 8, 2000, Saturday

Nike jerseys off the shelf until tested

LENGTH: 156 words

NIKE said yesterday it was investigating charges that its jerseys for a popular German soccer club are laced with a toxic anti-bacterial chemical.

But German department stores were not waiting; they have already pulled the shirts off their shelves.

The action followed a German television report that the jerseys contained tributyltin, a heavy metal compound used in anti-barnacle paint for ships.

Also used to kill bacteria and quell the smell of sweat, TBT would seem an ideal additive for sports shirts. But British and Dutch tests have shown the substance causes mutations in marine snails.

Nike world headquarters in Beaverton, Oregon, pledged a quick probe to determine whether any of its products contained the substance.

"We're doing independent tests on our end to ensure there is no risk to the public," spokesman Vada Manager said. The check will cover products sold in Germany and throughout the world.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The Daily Telegraph (Sydney, Australia)

May 19, 2000, Friday

Tiger's ball goes swoosh

SECTION: SPORT; Pg. 116

LENGTH: 77 words

GOLF

TIGER Woods used the **Nike** golf ball during his pro-am round ahead of the European Tour Players' Championship in Hamburg yesterday, a move that could signal the end of his tenuous relationship with Titleist and make **Nike** Golf a legitimate force in the equipment industry.

Golf World Business and Golfweek magazines reported on their Web sites that Woods used a version of the **Nike** Tour Accuracy at the tournament where he is the defending champion.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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USA TODAY

September 19, 2000, Tuesday, FINAL EDITION

Nike's chain-saw killer ad just doesn't do it for NBC**BYLINE:** Greg Farrell**SECTION:** MONEY; Pg. 3B**LENGTH:** 413 words

Nike's done it again. The shoemaker and sports colossus managed to offend a number of viewers with a "cutting edge" TV ad during the Olympics on Sunday.

It was so "cutting edge" in fact that on Monday morning NBC cut it from its roster of spots approved for Olympic exposure.

In the style of teen terror movies, the spot has a masked psychopathic killer sporting a chain saw terrorize an attractive woman in her bathroom. The woman, Suzy Favor Hamilton of the U.S. Olympic track team, flees her house with the killer in pursuit. Her speed and athleticism leaves the out-of-shape, would-be chain-saw killer gasping for breath in her wake.

The message appears, "Why sport? You'll live longer." The commercial then closes with **Nike's** swoosh symbol and the familiar tagline, "Just Do It."

The ad provoked enough negative response for NBC to yank it from the rotation, spokeswoman Maria Battaglia says.

The peacock network originally accepted the ad "subject to audience complaint," Battaglia says. "Adverse audience reaction," meaning more than 2,000 phone calls, caused NBC to pull the plug.

Nike spokesman Scott Reames acknowledged that response has been "robust," though not entirely negative. "That's the risk we take in trying to push borders," he says. "We think people who understand **Nike** and who we are will get these ads."

Reames noted that airing the spot during the Games, when families could see it together, exposed it to a wider audience than its intended core. Young people weaned on such fare as *Friday the 13th* horror films and *I Know What You Did Last Summer* likely

Nike's chain-saw killer ad just doesn't do it for NBC USA TODAY September 19, 2000, Tuesday,

found it funny.

But the spot, from agency Wieden & Kennedy, did raise alarms with some who have praised past **Nike** work.

"I have loved almost everything **Nike** has done in the past 15 years," says David Lubars, president of ad agency Fallon McElligott.

"But this spot I did not like at all, because of the violence against women. I am not a creative prude in any way, but that's not funny to joke about. It had me squirming. It's something you can't kid about."

Nike is no stranger to controversy. The marketer has cultivated a "bad boy" image, positioning itself as a rebel against the status quo. Its first ad starring Tiger Woods took on a golf establishment that seemed to be slower than other sports to integrate.

"If you don't have a lot of reaction on both sides, you've missed the mark," says **Nike's** Reames.

LOAD-DATE: September 19, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTOS, B/W (3); PHOTO, Color, **Nike**; Don't do it: U.S. Olympic track star Suzy Favor Hamilton escapes a chain-saw-wielding killer in a **Nike** ad yanked by NBC. The ad, a spoof on teen horror movies, provoked 2,000 outraged phone calls to the network.

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Hamilton Spectator (Ontario, Canada)

August 26, 2000 Saturday Final Edition

Naked truth about celebrity endorsements

SOURCE: The Independent; London

BYLINE: Jojo Moyes

SECTION: WEEKEND ARTS; Pg. W08

LENGTH: 498 words

The pitfalls of the celebrity endorsement were thrown into sharp relief this week with the news that two of its brightest (and most expensive) stars do not use the products they advertise.

In the United States, a lawsuit filed by a consumer group forced sports giant **Nike** to admit Tiger Woods does not use the **Nike** Tour Accuracy golf balls he is paid \$1.5 million a year to endorse.

In his recent run of victories, he has used a modified ball, created specially for him.

The lawsuit, brought by a non-profit organization called Public Remedies Inc., claims **Nike** was misleading golfers into thinking they were playing with the same ball as Woods, and demands the company returns its "ill-gotten gains" to the public.

In Britain, Jamie Oliver, the omnipresent Naked Chef who broke a BBC precedent to front a \$2.25 million advertising campaign for supermarket chain Sainsbury, has admitted he uses independent suppliers.

"I do not buy from Sainsbury's for my restaurant," the chef whose programs air on PBS, said.

"For any chef, supermarkets are like a factory. I buy from specialist growers, organic suppliers and farmers."

But Woods and Oliver are not the first celebrities hoist by their own endorsements.

Actress Helena Bonham Carter was signed as the face of Yardley cosmetics, then admitted she didn't wear makeup.

Australian cricketer Shane Warne was caught smoking, after pharmaceutical giant Upjohn and Pharmacia, makers of Nicorette gum, had sponsored him for \$200,000 to quit.

But, said David Benady, deputy editor of Britain's Marketing Week magazine, sponsors should not be surprised.

"If you've got a top footballer or pop star they're not always the most dependable.

"Things can go wrong, and often do."

He cited Pepsi's use of singer Michael Jackson until damaging claims about his sex life came to light.

"With Jamie Oliver and Tiger Woods, (the revelations) might not necessarily be bad for business, but it just looks silly.

You would expect Jamie Oliver to go to Sainsbury's."

In the world of celebrity endorsement, some associations look unlikely, such as Ivana Trump's endorsement of Kentucky Fried Chicken, or the advertising by British comedian Jim Davidson, who recently signed an \$8 million two-year deal with the BBC, of a car finance company, under the slogan: "Need a car but can't get credit?" "With Jim Davidson, you are targeting a certain sector of the population," said Benady.

"It won't matter if they aren't going to use the product themselves, it matters that they identify with the brand."

Matthew Patten, chief executive of advertising giant M&C Saatchi Sponsorship, said:

"If you look at sport and entertainment, coverage used to be about the sport, or the entertainment.

"Now it's all about personalities, which makes endorsement all the more effective."

Savvy marketing men are ensuring their "celebrity" is never likely to misbehave, by using techno-personalities, such as Lara Croft in Lucozade ads.

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: Helena Bonham Carter: No Yardley; Photo: Tiger Woods: Modified golf balls

TYPE: News

456 of 1000 DOCUMENTS

Gloucestershire Echo

September 23, 2000

Overturn ring fine: jewellers

SECTION: Agency: AGENCY, Pg.5

LENGTH: 197 words

A firm of jewellers which sold cut-price silver rings embossed with the trade marks of **Nike** and Reebok has appealed to a judge to overturn a GBP 4,000 fine.

The firm, Bountygold Ltd, was prosecuted by Gloucestershire Trading Standards, the shoppers' watchdog, after officers visited its shop Silver Mine in Cheltenham's Beechwood Shopping Centre in January last year.

The Gloucester Appeal Court heard the officers seized the rings claiming they breached the Trade Descriptions Act as customers would believe they were manufactured by the two international sports firms.

Christine Ray, who protects the famous **Nike** "swoosh" in the UK, said the trade mark was not initially registered to cover jewellery.

She said: "**Nike** spends millions of pounds throughout the world every year and we must protect our trade mark."

Mr Nigel Cole, prosecuting, said: "The public might not know the details of a registered trade mark but in this case the public would most certainly recognise these registered trade marks.

"It's plain that the public would accept the rings were made by these companies but they were imported from Thailand."

The hearing was adjourned until Thursday.

LOAD-DATE: October 2, 2000

LANGUAGE: English

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The Mirror

May 17, 2000, Wednesday

FOOTBALL: **NIKE** CUP BID HIT BY DOUBLE BLOW; MICK'S AMERICAN DREAM SHATTERED

BYLINE: Michael Scully**SECTION:** SPORT; Pg. 41, 44**LENGTH:** 396 words

MICK McCarthy's **NIKE** Cup hopes were left in tatters last night as he contemplated a trip to the United States without two of his most important and experienced players.

Roy Keane and Gary Kelly have been ruled out of the American trip in June, as well as the Steve Staunton/Tony Cascarino testimonial and the friendly clash with Scotland on May 30.

Ireland were already without Staunton, Lee Carsley, David Connolly, Ian Harte and Alan Maybury for the games, but McCarthy had put a brave face on it - until he received news his skipper Keane, and Kelly had been withdrawn by their clubs.

Kelly was withdrawn by Leeds United manager David O'Leary yesterday, even though O'Leary had said at the weekend he was happy to allow the full-back to go. Kelly follows his nephew Harte in having a hernia operation.

The Republic take on the Scotland at Lansdowne Road on May 30, before leaving for their three-match tour of America and **Nike** Cup games against Mexico in Chicago on June 4, USA in Boston on June 6 and South Africa in New Jersey on June 11.

Keane injured a hamstring in last month's 3-2 victory over Chelsea at Old Trafford and missed the Reds' final three Premiership fixtures of the season against Watford, Spurs and Aston Villa.

McCarthy said: "I'm sorry to have lost Roy. He had said he would be travelling to America, but he has informed me the hamstring injury has not sufficiently healed to allow him to travel, much less to play in the testimonial or against Scotland," said McCarthy.

"Roy has told me he hasn't trained since getting the injury and he's not

FOOTBALL: NIKE CUP BID HIT BY DOUBLE BLOW;MICK'S AMERICAN DREAM SHATTERED The Mirror
May 17, 2000, Wednesday

fit. And the loss of Gary Kelly is a blow."

Speculation has been rife for months that Keane would not be available at the end of another long, hard season, but he had informed McCarthy recently that he was eager to spearhead the trip.

And with doubts over Niall Quinn, Stephen McPhail and Kenny Cunningham, McCarthy expects more withdrawals - however as yet he has not turned to youth to fill out the squad.

Surprisingly, McCarthy has selected Phil Babb and Paul Butler, while Richard Dunne, Matt Holland, Graham Kavanagh, Steve Finnan, Steve Carr and McPhail - the only uncapped player - are the novices included.

McPhail could yet be withdrawn due to a hamstring problem, while Curtis Fleming could yet be added to the squad to give some cover at full-back.

LOAD-DATE: May 17, 2000

LANGUAGE: ENGLISH

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DAILY MAIL (London)

May 4, 2000

I won't do it, Tiger tells Nike**SECTION:** Pg. 77**LENGTH:** 284 words

TIGER WOODS, the World No.1 golfer who is paid GBP 8million-a-year to endorse Nike products, refused to film an advert for the company because it would have meant breaking an actors' strike.

The commercial, scheduled to be screened during next month's U.S.

Open, was being filmed at Woods' home course near Orlando.

But members of the Screen Actors Guild, of which Woods is a member, were striking in order to force cable television to pay the same repeat viewing fees as terrestrial stations and the golfer refused to cross the picket line.

Woods is currently renegotiating his contract with Nike, which is expected to pay between GBP 50m and GBP 57m for the next five years.

His agent Mark Steinberg said: 'We have no plans to shoot again for several weeks. There is a strike going on and we're abiding by it.'

PAUL HEAVEY is in the running for the head coaching jobs at Bracknell Bees and Manchester Storm after quitting the Cardiff Devils.

Scot Heavey, whose 10-year playing and coaching career in Cardiff included ice hockey's inaugural Superleague crown in 1997, said: 'I'll cherish my memories of Cardiff but now I need a new challenge.' Bracknell and Manchester are looking for new coaches after last month's respective departures of Dave Whistle and Kurt Kleinendorst.

CHRIS FINCH is to remain in charge of basketball's Sheffield Sharks.

A change of ownership at the club, plus attempts from Wembley finalists Birmingham to recruit him, had cast doubt over his future. But American Finch, 30, has accepted a one-year contract extension from new owner Darren Brown.

Finch said: 'Now we need to make sure the Sharks stay at the top of the British game.'

LOAD-DATE: May 8, 2000**LANGUAGE:** English**PUB-TYPE:** Paper

I won't do it, Tiger tells Nike DAILY MAIL (London) May 4, 2000

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The Vancouver Sun (British Columbia)

December 14, 2000 Thursday FINAL EDITION

Brazil chief defends controversial **Nike deal**

SOURCE: Sun News Services

SECTION: SPORTS, Pg. D7 World of Sport

LENGTH: 79 words

DATeline: BRASILIA

Brazilian soccer chief Ricardo Teixeira defended a controversial sponsorship deal with sportswear giant **Nike** on Wednesday, telling a Congressional commission it was the best contract of its type in the world. Teixeira, president of the Brazilian Football Confederation, was asked detailed questions about the CBF's dealings and the widespread problems afflicting Brazilian football but staunchly rebutted any accusations that the **Nike** deal was in any way questionable.

LOAD-DATE: December 14, 2000

LANGUAGE: ENGLISH

TYPE: Brief; Sports

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The Gazette (Montreal, Quebec)

Tiger just won't do it

SECTION: Sports; E4**LENGTH:** 222 words**DATELINE:** NEW YORK

World No. 1 golfer Tiger Woods is refusing to film a new **Nike** Inc. commercial because members of the Screen Actors Guild are on strike, the guild said. Members of the actors guild and the American Federation of Television and Radio Artists, which represent a total of about 135,000 actors, are on strike over plans by advertisers to pay actors flat-rate fees, instead of paying based on the number of times a commercial is shown on television. The 24-year-old Woods is a member of the guild. He is No. 1 on the PGA Tour's career money list with \$14.7 million and has won three of the eight tournaments he's played this year. "We're delighted Tiger understands and supports the issues in contention in this contract, his expression of union solidarity is most welcome at this time," guild spokesman Chris Krizman said. Woods, who also has endorsement contracts with American Express Co. and General Motors Corp. unit Buick, is one of **Nike's** most high-profile pitchmen. Woods made \$47 million in combined tournament earnings and off-course endorsement in 1999, according to Forbes magazine. **Nike** hasn't rescheduled the filming, a spokesman said. The new commercial was to have aired during next month's U.S. Open. Instead, **Nike** will use commercials that profile its apparel and equipment to fill the ad time.

LOAD-DATE: May 4, 2000**LANGUAGE:** ENGLISH

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Courier Mail (Queensland, Australia)

September 27, 2000, Wednesday

Hooded champion cleans up on ads

SECTION: NEWS; Pg. 5

LENGTH: 267 words

MARKETING executives did not wait long to begin cashing in on Cathy Freeman's Olympic gold medal in the 400m on Monday night.

Within three hours of her win, 220 **Nike** billboards around Sydney had been changed to reflect Freeman's gold medal performance.

"Cathy Freeman, official sponsor of joy to the Sydney 2000 Olympics," the posters declared across a photo of a triumphant Freeman.

New **Nike** television advertisements went to air on Channel Seven yesterday, as the hype surrounding Freeman's win continued.

Nike national advertising manager Nick Lewis said he had received a call from billboard company Adshel 15 minutes after the 400m Olympic final informing him the Freeman posters had been changed over at sites closest to Olympic Park.

Freeman, who is married to American **Nike** executive Sandy Boedecker, has featured prominently in train station and bus stop advertising in Australian capital cities since the Olympics began on September 15.

"Change the world 400 metres at a time," the billboards say, beneath a shot of Freeman wearing the hooded bodysuit she wore during last night's race.

Adshel, the company behind the bus-stop and train station advertising campaign, said **Nike** was the first company to take up the offer of overnight billboards.

Adshel publicity manager Diana O'Riordan said the international sportswear company had pre-approved the artwork in the overnight Freeman billboard.

The photograph on the posters was taken months ago in anticipation of Freeman winning. Ms O'Riordan said **Nike** had not arranged a back-up billboard if the unthinkable had happened.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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The Daily Telegraph (Sydney, Australia)

August 18, 2000, Friday

Cathy is larger than life - World's biggest billboard

BYLINE: MARK SKELSEY

SECTION: LOCAL; Pg. 15

LENGTH: 397 words

AN IMAGE of athlete Cathy Freeman 70m high will be placed on the side of a Sydney skyscraper as part of the world's biggest billboard.

Cathy's image along with similar-sized pictures of tennis player Lleyton Hewitt and basketballer Lauren Jackson will be on separate faces of a commercial office building in Kent St.

The billboard should be ready within two weeks.

Sports manufacturer **Nike**, with the blessing of the Olympic Co-ordination Authority and building co-owners Waterways Authority and BT Funds Management, is believed to have paid hundreds of thousands of dollars to display the sign during

the Olympics.

During the Atlanta Games, **Nike** was renowned for its "ambush" advertising such as giving Just Do It signs to spectators.

For the Sydney Games **Nike** is an official sponsor and therefore has been given a smooth ride to erect what will undoubtedly be the most dominant advertising feature in the city.

An application is also before Sydney City Council for the three images, which are made out of "one-way vision" vinyl film, to be shown outside the Olympics from November 1 to December 20.

The image of Freeman is the size of a quarter-acre block -- 1082sq m.

It shows her in the starting position with the words Just Do It and the **Nike** swoosh above her left shoulder.

Motorists driving on the Bradfield Hwy, the main southern approach to the Sydney Harbour Bridge will see this image.

The image on the western face, which will be seen by people on Sydney Harbour west of the Bridge, features South Australian tennis player Lleyton Hewitt having just slammed a forehand shot down the line.

While there are no **Nike** slogans, his clothing carries the telltale logo.

The image of basketballer Lauren Jackson, which faces the east or city side, shows her about to make a shot and has the words Just Do It.

Cathy is larger than life - World's biggest billboard The Daily Telegraph (Sydney, Australia) August 18, 2000, Friday

The image of Hewitt covers 621sq m, while the image of Jackson covers 870sq m.

The application to the council claims the images are "more like public art than advertising".

The 26-storey building is about 200m from Darling Harbour -- a venue for several Olympic sports and community events.

Workers within the building will see through the sign to the outside, thanks to the film's "one-way vision" qualities.

An advertising industry source said it was almost certain the three signs comprised the world's largest billboard.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Courier Mail (Queensland, Australia)

September 14, 2000, Thursday

BRIEFS

SECTION: FEATURES; Pg. 14

LENGTH: 698 words

* HAVE you noticed that the people insisting that globalisation is going to be good for the poor, as well as the rich and powerful, are the rich and powerful?-- Margaret Mack, Hendra.

September 11

* I'M working class and I would like more information on those "good, cheap shoes" that Michael Duffy (Perspectives, Sept 12) thinks **Nike** is so kindly providing for me. As for the "greasy undercooked hamburgers in milk bars", I bet Duffy wouldn't mind a hamburger from my takeaway. It is non-greasy, well cooked and delicious, bursting with fresh vegetables that, at times, I wouldn't be bothered providing for myself.

We don't need McDonalds and real athletes don't need **Nike**.-- B. Pattison, Redcliffe.

September 12

* WHEN Michael Duffy said "companies like **Nike** and McDonalds are giving workers the chance to dress and eat well" did he mean that if you work for them you can afford to buy a pair of shoes and some groceries? He can't possibly suggest paying \$200 for a pair of trainers is "dressing well". As for Macs, has he ever heard the term "junk food"?

He said most Australians were so unpatriotic that they'd prefer a delicious McOz burger to a germ-ridden, reheated pack of grease from a locally owned cafe. What a stupid generalisation. Did he ask them? The rationale he uses spoils the tone of his argument.-- D. Ripley, Marcus Beach.

September 12

* IF anyone on the Australian Olympic swimming team deserves a gold medal, Daniel Kowalski does. I wish him all the luck in the world. Kieren Perkins may be a good swimmer but he is not God, as some would like to think.-- Susie Bauer, Ashmore.

September 12

* THE thought of a catering company being willing to take legal action if someone is caught taking their own food into Stadium Australia reeks of greed. The proud cry "Let the Games begin" should be replaced by a more sensible cry: "Is the damn thing over yet?"-- Duke Shield, Tewantin.

September 10

* THE most effective punishment for people caught deliberately lighting bushfires would be to make them return to the scene to face up to one of the worst consequences of their actions. They should be made to assist those people who give

their time to collect and care for the burnt and suffering wildlife whose survival depends on the actions -- good or ill -- of the human species.-- Marie Tebby, Noosa Heads.

September 11

* YOU report on the National Party's "bid to crush minor parties" (C-M, Sept 11). I can see the campaign coming unstuck on two fronts.

First, a lot of people vote for minor parties for no other reason than that they favour an underdog. The National Party's move could cause even more people to vote this way.

Second, in some electorates, the Nationals are already a "minor party".-- Richard Carroll, Aspley.

September 11

Letters and e-mail must be dated, carry the full address of the writer and a daytime telephone number for verification. Letters should be concise, topical, not more than 300 words and are submitted on condition that Queensland Newspapers, as publisher of The Courier-Mail, may edit and has the right to, and license third parties to, reproduce in electronic form and communicate these letters. Writers of e-mail letters may have their personal e-mail address published instead of their town or suburb.

* THE writer of the Letter of the Month wins a Filofax personal organiser, valued at \$175, from The Pen Shoppe, Brisbane City.

Thought

for Today

He will give you the strength to endure.

II Corinthians 1:7b

Selected by the Bible Society from the Living Bible.

YESTERDAY, at Government House, Canberra, Governor-General Sir William Deane presided at a meeting of Federal Executive Council.

YESTERDAY afternoon, Queensland Governor Major-General Peter Arnison and Mrs Arnison hosted a visit to Government House by Bardon

Pre-School.

Later, the Governor received the call of the Clerk of the Parliament.

In the evening at Woolloongabba, the Governor and Mrs Arnison attended the Gala Ceremony and the Olympic Games soccer match between Cameroon and Kuwait.

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LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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The Ottawa Citizen

October 11, 2000, Wednesday, FINAL

'Trampoline' shoes propel Vince Carter ever higher

BYLINE: Bev Wake**SECTION:** News; A1 / Front**LENGTH:** 607 words

Just what Vince Carter needs -- another advantage. Here's a guy who, during the Olympic Games, soared over the head of 7-2 centre Frederic Weis of France en route to a dunk. Legs spread in mid-air, Mr. Carter barely scraped the top of Mr. Weis's buzzcut.

And now, the Toronto Raptors' star and defending slam-dunk champion will play with springs attached to his feet -- or at least the equivalent turned into a shoe.

Mr. Carter wore **Nike's** new basketball shoes -- **Nike** Shox that were 16 years in development -- at the Olympics last month and plans to keep wearing them all season.

Nike spokesman Eric Oberman stops short of saying **Nike** Shox will allow Mr. Carter to jump even higher as he flies toward a hoop, but he said the shoe could help his performance.

"If Vince Carter feels he can jump that much higher or dunk that much better, then that's just as good," he said. "People are always talking about the mental and emotional aspects of the game."

Mr. Oberman said the shoes, which will be launched in stores across Canada and the United States on Nov. 15, act like miniature trampolines. Four small columns in the heel absorb the impact of the foot and then deflect the energy upwards.

"They shoot you back up," said Mr. Oberman, communications manager for **Nike** basketball.

"The technology is something that hasn't been seen before," he said. "It's something that gives the athletes the feel of jumping higher and running faster and cross-training harder."

Mr. Carter was one of several NBA players to give **Nike** Shox a test run during the Olympic Games in Sydney. In the gold-medal game, Mr. Carter, Shareef Abdur-Rahim, Tim Hardaway and Antonio McDyess all wore golden versions of the shoe.

Mr. Carter signed a \$30-million, multi-year deal with **Nike** on Sept. 17, although more than half of that money will be used to pay off the debt he accumulated when he walked away from a shoe deal with Puma.

The concept behind **Nike** Shox is actually 16 years old, meaning Mr. Carter was just seven years old when it was originally developed. The plan was to place little columns in the heel of the shoe that would act like springs on peoples' feet.

'Trampoline' shoes propel Vince Carter ever higher The Ottawa Citizen October 11, 2000, Wednesday, FINAL

Mr. Oberman said designers, however, were unable to find the right product to make the springs and the shoe got put on the back burner through the 1990s when the company launched **Nike** Air and Air Jordan.

Designers came across a type of material about two years ago that would work -- a cushioning material used in Formula One race cars to absorb an impact and bounce back.

Three versions of **Nike** Shox -- for basketball, running and cross-training -- were then developed and tested.

Testers used the term "boing" to describe the feel of the new shoes, a term that will be picked up in **Nike** ad campaigns before the launch of the shoes in Canada and the U.S. on Nov. 15 and in Europe and the Americas in February 2001.

Nike Shox are already being marketed on the Internet in a series of short movies called "movie trailers you can't see in movie theatres." Three of the films are shot in black and white, and feature Mr. Carter shooting hoops in an empty gymnasium.

Mr. Oberman said **Nike** is uncertain at this point whether **Nike** Shox will prove as popular as the **Nike** Air shoes of the 1990s.

"I don't know if you can really compare them at this point, but obviously the prospects are high considering the research that has gone into them," he said.

Mr. Carter and Mr. Abdur-Rahim will both be in Ottawa Thursday, to compete in the annual Naismith Cup game between the Raptors and the Vancouver Grizzlies at the Corel Centre at 8 p.m.

LOAD-DATE: October 11, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: The new **Nike** Shox employ cushioning material used in Formula One race cars.

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THE KOREA HERALD

December 1, 2000, Friday

Korean-American model scores big with Nike ad**BYLINE:** By Patty Chung Contributing writer**LENGTH:** 690 words

This is how cool Jerome is: he doesn't use his last name. But while the twentysomething Korean-American model and sometimes actor may not yet have the name recognition of Liza, Madonna or Bono, his lean body and narrow handsome face is becoming widely known in Korea.

Jerome jive-walks, runs and leaps in a string of recent Nike ads in the pages of Korea's hottest magazines.

The Nike spots are only the latest success in his modeling career which includes campaigns for Levi's and Omphalos. Though his small frame is a handicap on the runway circuit, his charisma has had him sauntering down the catwalks for Emporio Armani, Polo Jeans, Thursday Islanda and Renoma. He will also be seen at the upcoming Song Zio collection fashion show.

Jerome never set out to become a beautiful person. "It all just kind of happened by chance," he said in an interview with The Korea Herald. He is referring to the summer before his sophomore year of high school, when he was spotted by a representative of Korea's Education Broadcasting Station (EBS) and was recruited to teach English on TV. The camera loved Jerome and he became a celebrity of sorts and discovered how much he enjoyed being a performer.

Like many models, Jerome harbors a wish to act. He cites Michael Melton, one of his high school teachers as an inspirational figure who encouraged him to try his hand at acting. Jerome soon caught the acting bug and performed with the Far East Drama Team throughout high school.

Upon graduating from the Seoul American High School on Yongsan's Military Base, Jerome set off for college, where he was enrolled at the University of Washington on a four-year full ROTC scholarship. Upon returning to Korea to visit his parents for the summer holidays, Jerome was approached by Kim Yoon-sung, a music producer for IVY Music, to pursue a career in Korea's music industry. After months of practicing, Jerome was offered a chance to join the three-member dance group, ON/OFF.

ON/OFF turned out to be more off than on, and Jerome's foray into the music industry was short-lived. He has no regrets. He sees it as an opportunity for him to perform on stage and network with various people in the entertainment industry.

Jerome's modeling debut came after he did a photo shoot for a friend who was a stylist for an SBS sports magazine. He was spotted by other casting agents and has since been modeling steadily.

Recently, he was approached to host the reality-based television series, "Happy Station" on Arirang TV. On the show, Jerome was given the task of making the dreams of foreign guests come true. "It was a great experience meeting different people and learning of their cultures, experiences in Korea and being able to give them a ray of sunshine in their lives, even it was only temporary," said Jerome of his stint as expat dream weaver.

Currently, Jerome is pursuing a television career and serves as both host and reporter for "LOOK Inside," a newly launched entertainment program on cable channel 41 that features the fashion and style trends of celebrities. Jerome has also been cast in music videos for dance artists, Park Ji-yoon, SZ and balladeer Cho Kyu-man and appeared in television commercials for Dunkin' Donuts and an upcoming commercial for Cass Beer.

"Jerome has achieved success in his chosen career path, and when I think back to when I first met him, I am sure he has stayed true to his steadfast character," says Kim Yoon-Sung of IVYMusic. Jerome says being Korean-American has its advantages and disadvantages in the business. His goal is "to be a respected entertainer in not only his homeland but on an international level," he says.

Jerome hopes to break away from the typical Korean-American stereotypes on the screen and has focused his attention on studying Korean to achieve fluency in his ancestors' tongue. "I'm grateful for the opportunities that I've had up until this point, I know that my business managers have been pivotal in spreading the word about me," said Jerome. "I believe that my love for my profession shows through the pictures and all of the projects that I'm involved in."

LOAD-DATE: November 30, 2000

LANGUAGE: ENGLISH

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The Daily Telegraph (Sydney, Australia)

August 15, 2000, Tuesday

Ansett gain ticks off Nike team

BYLINE: TOM SALOM

SECTION: FINANCE; Pg. 51

LENGTH: 188 words

ANSETT has made big gains in the latest Olympic sponsorship survey at the expense of sportswear giant **Nike**.

The official Olympic airline surged to fourth in the ranking of most recognised sponsors, five places ahead of arch-rival Qantas.

The Sweeney Sports report to be released today shows that consumers have finally worked out that Qantas is not a Games sponsor after years of successful ambush marketing.

Coca-Cola also made substantial gains in the survey, which placed Telstra as the most recognised Olympic sponsor ahead of AMP and McDonald's.

But **Nike**, which topped the Sweeney survey in January amid a blaze of publicity, plummeted to seventh despite the recent launch of its Australian team uniforms.

The Sweeney survey of 1000 people also found that interest in attending the Games had risen 5 per cent over the past six months.

Swimming was easily the most popular sport and almost 80 per cent ranked the Olympics as the world-leading sporting event.

But 28 per cent believed it was overrated as an event.

TOP FIVE OLYMPIC SPONSORS

1. TELSTRA
2. AMP
3. McDONALDS
4. ANSETT
5. WESTPAC

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

Ansett gain ticks off Nike team The Daily Telegraph (Sydney, Australia) August 15, 2000, Tuesday

JOURNAL-CODE: DTM

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Western Morning News Business Supplement

October 5, 2000

On the verge of a global trading debut; Westcountry research firm signs deal to supply unique product range

BYLINE: Chris Street

SECTION: FEATURES; ARTS; Pg. 8

LENGTH: 402 words

A CORNISH research and development company has announced this week the successful completion of a deal with the world-famous sports clothing giant **Nike**, to supply hundreds of thousands of products to the American corporate firm. The deal, which will place Bodmin-based Micro Thermal Systems (MTS) on a global trading platform, will mean an order for nearly one million sports support items, which have been developed exclusively by the Cornish company.

"When you realise that **Nike's** market share is worth GBP 46 billion, the potential for us is absolutely staggering," said MTS's managing director John McLeod.

"**Nike** has just launched a range of 44 sport support products, and it is amazing to be a part of that development," added Mr McLeod.

MTS was established in 1992 by John McLeod and Cornish dentist Nigel Middleton, after they noted the discomfort caused by clothing items which did not allow the body to breathe sufficiently while undertaking strenuous sporting activity.

Following months of research and the securing of a worldwide patent for their new product, Stomatex, which has revolutionised the technologies in this area and won the pair countless trade awards and prestigious recognition from the Department of Trade and Industry, the British Museum and the Millennium Dome, this contract could be seen as the next logical step forward for the firm.

The Stomatex product has been tried and approved by world-famous UK boxer Lennox Lewis and British athletes who competed in the last winter Olympics.

The main element of the design, Neoprene, can be extensively used in the watersports, soft orthopaedics, sportswear, footwear, equestrian and thermal protective equipment sectors.

The founding patent was secured in 1993 and additional patents were subsequently established in 19 of the world's major trading nations with three separate patents in the USA.

MTS has won a number of awards with its revolutionary product, including the Design Council Award for design and technology in 1992, the DTI's Business Link Award for marketing in 1998, the Millennium Product Award from the DTI in the same year, and a permanent place as an exhibition at the British Science Museum's 'Bio-Mimetics' department.

On the verge of a global trading debut; Westcountry research firm signs deal to supply unique product range Western
Morning News Business Supplement October 5, 2000

"The next few months will be very, very exciting for this little Cornish company which sprang from the innovative ideas of a Cornish dentist," added Mr McLeod.

LOAD-DATE: August 17, 2002

LANGUAGE: English

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Prince George Citizen (British Columbia)

July 10, 2000 Monday
Final Edition

Under-16s capture B.C. bronze: Two other Prince George teams third at Nike provincials

BYLINE: Brian Drewry, Citizen Staff, The Citizen

SECTION: SPORTS; Pg. 12

LENGTH: 491 words

The Prince George Plastics under-16 girls soccer team won a medal Sunday at the **Nike** Provincial B Challenge Cup, it just wasn't the colour they had planned on taking home.

After the bulk of the team won silver medals at the last two provincial tournaments, winning gold in front of the home-town crowd was the script they hoped to follow.

Instead, the local side needed a 1-1 tie against the winless Kelowna Heat in their final round-robin game to come away with the bronze medal.

After two wins Friday to open the tournament, Dean Lebel's team was still talking gold, but a disastrous Saturday came back to haunt them. Prince George fell 1-0 to eventual gold medalist Nanaimo and then lost a heartbreaker 2-1 to Abbotsford, winners of the silver medal.

``Things just didn't go our way Saturday," said Lebel, whose club was also named the top team from the Interior in the six-team division. ``The girls worked as hard as they could but we were just a little unlucky Saturday.

``But I'm proud they came out (Sunday) and did what they had to do. It would have been easy for them to fold their tents, but they showed a lot of heart in winning the bronze."

Prince George was unlucky not to beat Kelowna Sunday as striker Tannis McCubbin and midfielder Chaley Drazenovic peppered Heat goalkeeper Mallory Grant with numerous shots.

An early penalty kick from Lyndsay Lebel was the lone marker to beat Grant.

``I don't know what it was but we just didn't totally click this weekend," said Drazenovic. ``We had high hopes because we've been playing together for a long time now, but sometimes things don't go your way, I guess."

On Friday P.G. Plastics downed Penticton 2-0 and Richmond 3-1.

n The Prince George Lakeland Mills under-15s also earned a bronze medal and were named the division's Interior champions after they pounded the Kelowna Express 4-0 Sunday at Massey Place Stadium.

After beating the Kootenay Selects 2-1 Friday Prince George lost back-to-back games to Powell River and the North

Under-16s capture B.C. bronze: Two other Prince George teams third at Nike provincials Prince George Citizen (British Columbia) July 10, 2000 Monday

Shore Vipers. The locals then drew 2-2 with Burnaby's Cliff Avenue United before downing Williams Lake.

Powell River went on to win the gold medal and was the only team in the entire tournament to have a perfect 5-0 record.

n The Prince George Jewelers under-17s downed Williams Lake 2-0 Sunday to claim fourth place and the Interior title for the division.

Prince George finished with a 2-1-2 record, losing only to the West Vancouver Devils, who went on to take the bronze medal. The locals also beat Nelson and tied Eagleridge and Gordon Head. Gordon Head, of Victoria, won the gold, while Eagleridge took the silver

n Prince George Proaction Photography under-12s lost 1-0 to the Kelowna Strikers in their final round-robin game Sunday and that left them out of the medals in fourth place.

The locals finished with a 2-3 record with wins over ICSF Phantoms and the Vernon Selects.

Gordon Head won the gold, with Eagleridge taking the silver and Kelowna the bronze.

LOAD-DATE: February 17, 2006

LANGUAGE: ENGLISH

GRAPHIC:

Color Photo: Citizen Photo by Dave Milne; Alex Harris of the Prince George under-16 all-stars gets a pass away in front of an Abbotsford defender during their match Saturday night at the **Nike** Provincial B Challenge Cup at the Rotary youth fields. Prince George lost 2-1 but went on to claim the bronze medal. ;

DOCUMENT-TYPE: Sports

PUBLICATION-TYPE: Newspaper

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San Jose Mercury News (California)

July 5, 2000 Wednesday MORNING FINAL EDITION

THOSE 'LOW-PAYING' **NIKE** JOBS ARE QUITE POPULAR

BYLINE: HOLGER JENSEN**SECTION:** EDITORIAL; Pg. 6B**LENGTH:** 621 words**DATELINE:** JAKARTA, Indonesia

MOST Indonesians have never heard of Tiger Woods or they might think it was unfair.

As **Nike's** top salesman, so to speak, Woods earns \$20 million a year for promoting the company's products simply by playing golf. The Indonesians who actually make those shoes and sports clothes earn an average of \$786 a year.

An extreme example, perhaps, but that is what globalization is all about.

Nike is one of many American companies that have taken advantage of the world's economic inequities to make a profit.

Contrary to popular belief, **Nike** does not manufacture its own products. It is a marketing and design firm that buys its goods from independent contractors in underdeveloped nations, where wages are low, and resells them in richer nations where people can afford to pay \$100 for a pair of sneakers.

You may be interested to know that those sneakers cost about \$16.75 cents on the factory floor. **Nike's** breakdown is 65 percent for materials, 15 percent for labor, 15 percent factory overhead and 5 percent profit.

Americans don't want to make **Nikes**. If they did, U.S. wage scales would make the cost and markups prohibitive.

Worldwide, **Nike** has contracts with 700 factories that employ 550,000 workers in 50 countries. Indonesia, for example, has 11 footwear factories, 12 apparel factories and four equipment factories manufacturing **Nike** products that account for approximately \$1 billion in exports a year.

These plants employ 110,000 Indonesians whose take-home pay averages \$65 a month. This may not be much by our standards but is nearly double Indonesia's minimum wage of \$34 a month and comes with other benefits that include overtime and holiday bonuses, social security, free health care, free schooling, free clothing, at least one free meal a day and sometimes free housing.

In a country where 36 million people are unemployed and 60 percent of the population lives below the poverty line, pegged at \$1.50 a day, **Nike** jobs are highly desired.

About 85 percent of **Nike's** workforce consists of women who labor for a few years in the factories, then go home to get married, further their educations or move on to better things. Few have any regrets.

THOSE 'LOW-PAYING' NIKE JOBS ARE QUITE POPULAR San Jose Mercury News (California) July 5, 2000
Wednesday MORNING FINAL EDITION

Kusniah, 21, and Dunnarli, 22, both work at Astra Graphia Tbk., a factory that makes **Nike** tennis shoes 25 miles outside Jakarta. Their only other alternative would have been wading in rice paddies to help their families eke out an existence in agriculture.

Kusniah has only a junior high school education, Dunnarli finished high school. Both met their husbands at the **Nike** plant in Balarajah, and both consider themselves lucky to be employed at a time when Indonesia is experiencing massive political and economic turmoil.

"We have good working conditions and they take care of our health," said Kusniah. "What more can you ask?"

That said, **Nike** has come under heavy criticism for running "sweatshops" in Southeast Asia. And company spokeswoman Tammy Rodriguez is the first to admit that public pressure forced the company to clean up its act.

Nike has contracted for independent auditing of workplace standards. All production lines in Indonesia have stopped using solvent-based adhesives and substituted water-based adhesives that produce no noxious odors. All limit their workers to 20 hours of overtime a week. And any worker who does not have a high school education can get one gratis.

The only sweatshops that exist in Indonesia today are those that make "unbranded" shoes, such as those sold in Target or WalMart. Many are joint ventures between Indonesians and Koreans or Taiwanese, and industry sources say conditions in those factories remain "terrible."

But don't blame Tiger Woods.

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: OPINION

Holger Jensen is international editor of the Rocky Mountain News in Denver.

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The Advertiser

June 21, 2000, Wednesday

Activists hit timing of 'sorry' ad

BYLINE: By TOM SALOM in Melbourne

SECTION: NEWS; Pg. 10

LENGTH: 346 words

NIKE has come under fire for using Aboriginal runner Cathy Freeman in a TV commercial featuring the word sorry 15 times.

Freeman plays only a minor role in the ad but the timing of its release has angered Aboriginal activists.

National Sorry Day Committee chairwoman Audrey Kinnear claimed yesterday **Nike** was trying to exploit the Aboriginal reconciliation process.

She said the continuous use of the word sorry trivialised the issue of whether the Federal Government should apologise to the stolen generation of Aborigines.

"Why select a word that is current, politically and nationally ?," Ms Kinnear said.

"By using sorry in so many ways and so many times, they are actually trivialising what sorry stands for." **Nike** has used 20 mainly Olympic athletes who apologise to family, friends and workmates for an obsession with sport.

Most, including runner Steve Moneghetti and footballer James Hird, say sorry in a lighthearted manner for being driven by success. Freeman does not actually say sorry in the ad but turns to the camera and says "Can we talk about this later?" before running off into the distance.

Nike Olympics spokeswoman Megan Ryan said the timing of the "No apologies" commercial was purely coincidental.

Ms Ryan said **Nike** was trying to show how athletes had to apologise to a lot of people they did not have time for during Olympic preparations.

"Whilst we understand that there is some sensitivity and contention around the sorry issue it was a more behind the scenes look at athletes who make no apologies for the fact they have to say sorry to a lot of people," she said. "Sorry is word used by people every day." But Ms Kinnear said Aborigines were offended that Freeman was being "used" to capitalise on the reconciliation debate.

"I thought with all the publicity, nationally and internationally, they would have been a bit more sensitive about it," she said.

"It's not Cathy's fault but many Aboriginal people would be thinking that Cathy is guilty by association."

Freeman's managers were unavailable for comment.

Activists hit timing of 'sorry' ad The Advertiser June 21, 2000, Wednesday

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Ottawa Citizen

September 21, 2000, Thursday, FINAL

Why sports?

SECTION: News; A20

LENGTH: 122 words

NBC, the official American broadcaster of the Olympic Games, has pulled **Nike's** Horror advertisement off the air. The company's mistake? Emulating about 15,000 camp horror movies, ranging from the Halloween series to Scream, by showing a chainsaw-wielding murderer chasing a nubile blonde.

In **Nike's** version, the would-be chainsaw killer wheezes and gasps for breath after about 10 steps. But the blonde turns out to be an athlete, so fit that she easily outruns him. **Nike's** closing message is: "Why Sport? You'll live longer."

Considering that the message is fundamentally upbeat, barring the commercial seems silly. Or does North American society only tolerate horror sequences when the girl doesn't get away?

LOAD-DATE: September 21, 2000

LANGUAGE: ENGLISH

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DAILY MAIL (London)

September 9, 2000

Nike want Fergie as GBP 8m envoy

BYLINE: Ken Lawrence

SECTION: Pg. 96

LENGTH: 179 words

SIR ALEX Ferguson will walk out of Old Trafford and into an GBP 8million job if he accepts the offer to become a world ambassador for sports equipment giants **Nike**.

Sportsmail understands that the American company, synonymous with Tiger Woods, are ready to pay the Manchester United manager GBP 2m per annum over four years to roam the globe, promoting their name within football.

Earlier this week Ferguson, who stands down in two years' time, revealed: 'I've got a lot of offers and one is really staggering.

'It would be a four-year contract for huge money and would involve a lot of travelling.' That job is almost certainly with **Nike**, who intend being the leading brand name in soccer a position they are acquiring in golf thanks to Woods. Ferguson told the Shareholders United magazine: 'I don't think you want a manager to grow old in a job. In two years' time I'll have done 16 years, which is a long time. And there are the pressures. But I still feel young and fit and in two years I'll still feel young enough to take up other activities.'

LOAD-DATE: September 10, 2000

LANGUAGE: English

PUB-TYPE: Paper

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USA TODAY

October 17, 2000, Tuesday, FINAL EDITION

Nike jumps to show off shoe Shox treatment promises 'trampoline-style' effect

BYLINE: Michael McCarthy

SECTION: MONEY; Pg. 3B

LENGTH: 477 words

Maybe now all guys will be able to jump.

Nike is launching high-tech shoes called **Nike** Shox that literally put springs on your feet.

Basketball shoes go on sale Nov. 15, runners and cross-trainers in December. Suggested retail: \$ 150.

Nike Shox feature spring-like columns in the heels made from resilient foam similar to that used in Formula One race cars' nose pieces. The "springs" produce a "trampoline-style" effect, **Nike** claims.

The company hopes the sneakers put bounce in the flat \$ 7.6 billion sneaker market.

"This industry needs a lightning rod right now," says Dave Larson, **Nike's** director of brand initiatives. "Sales are flat, and retailers are looking for a kick-start. We're doing what we can to jazz up the industry."

The shoe's \$ 150 tab puts it at the high end of the market, says John Horan, publisher of *Sporting Goods Intelligence* newsletter. "The average consumer will say that's an awful lot of money for a sneaker. But the 14-year-old sneaker connoisseurs will think it's cool and new. And that's where this is aimed."

NBA star Vince Carter, who signed a \$ 30 million deal with **Nike** in September, is the center of the \$ 18 million ad campaign to introduce the shoe. Carter and four other Team USA players wore the shoes at the Olympic Games. Sprinters Marion Jones and Maurice Green also wore Shox during medal ceremonies.

Carter is wearing the shoes in NBA preseason games and the Toronto Raptors star, along with some others, will wear them for the regular season.

Nike jumps to show off shoe Shox treatment promises 'trampoline-style' effect USA TODAY October 17, 2000,
Tuesday,

Nike's advertising campaign is built around a single-word theme: "Boing." Print and outdoor ads starting Nov. 15 have the shoes, the logo, the swoosh and just one word of copy: "Boing."

Why "Boing"? Because consumers used the word repeatedly during testing, Larson says. "We figure one word sums it up."

Some consumers during testing worried about getting debris stuck in the spring area, but **Nike** finally decided to keep it open for the look.

Carter's first **Nike** TV ads begin in January. **Nike** is negotiating to use images of Carter's in-your-face dunk over hapless 7-foot-2 French center Frederic Weis during the Olympics, Larson says.

Picking the NBA's new slam-dunk champion is a smart move by **Nike**, marketing experts say.

"Vince is assuming the high-jumping throne from Michael Jordan. So positioning **Nike** Shox as successor to Air Jordan is a neat second-generation idea," says Jack Trout, president of Trout & Partners.

How much jumping benefit will the average consumer really get? Larson says: "I say, imagine spring on your heels. They're not catapults. You're not going to hit your head."

Will the NBA raise red flags over the shoes? Spokesman Mike Bass says: "We think it's great **Nike** has come out with a new shoe. We're looking to get more information on it."

LOAD-DATE: October 17, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, B/W; Spring in step: The **Nike** Shox shoe features columns in the heel made from foam.

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The New York Times

September 27, 2000, Wednesday, Late Edition - Final

Nike Officers Joining P.B.A.

BYLINE: By The New York Times

SECTION: Section D; Page 2; Column 6; Sports Desk

LENGTH: 105 words

DATELINE: SEATTLE, Sept. 26

Already backed by high-tech money, the Professional Bowlers Association added old-fashioned marketing savvy today with the hiring of two former **Nike** executives. Ian Hamilton was named commissioner and Steve Miller will be president of a P.B.A. that hopes to use the Internet and television to reinvent itself as a multimedia experience.

Hamilton's job will be to market players, increase sponsorships and oversee the P.B.A.'s television and Internet properties, essentially, what he did at **Nike**.

Miller will assist in the development of strategies and will be responsible for the day-to-day business operation.

<http://www.nytimes.com>

LOAD-DATE: September 27, 2000

LANGUAGE: ENGLISH

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Nelson Daily News (British Columbia)

July 6, 2000 Thursday
Final Edition

NYS trio challenge for Nike Cup: Three teams battle for provincial bragging rights in Chilliwack and Prince George

BYLINE: Bruce Fuhr, Nelson Daily News

SECTION: SPORTS; Pg. 6

LENGTH: 289 words

Three teams will carry the Nelson Youth Soccer flag at the Nike Cup provincial tournaments in Chilliwack and Prince George.

The U15 and U17 boys as well as the U17 girls have qualified for the six-team provincial tournaments.

"I'm very confident," said U17 boys coach Mike Sedlbauer, the defending provincial champs. "We have a very good mix with the potential to win it all again."

Sedlbauer is hopeful the team can ride the back of provincial-team alternate goalkeeper Matt Bird. The Nelson keeper has spent most of the spring attending tryout camps for the U17 boys B.C. team

"With a couple of break in our favor, who knows," said Sedlbauer. "We, of course, have Matt (Bird) in the net. Plus we're very good in the midfield, led by Chris Thast and Dave Martin anchors our defence."

The U17s open the tourney Friday morning against Prince George before pre-tourney favorite, Gordon Head of Victoria. Gordon Head last year won the Nike A Cup title.

Saturday, Nelson meets Penticton and then Langley in the afternoon. The U17s conclude the tournament Sunday morning against Cliff Avenue United from Burnaby.

U15 coach Deb Fuhr has a tough task ahead, molding a team that has yet to put it all together into a provincial champ in Chilliwack.

The U15s, who defeated Cranbrook 2-0 in a best-of-three series to advance to the Nike Cup, have displayed flashes of brilliance en route to the provincial berth. However, at a tourney in Kelowna last weekend the team struggled to a 2-1-1 mark.

The same holds true for Sabrina Sedlbauer and the U17 girls. Sedlbauer, off to Prince George, has seen her team hampered by injuries this season. Those setbacks led to a 1-2 record during the Kelowna Summer Soccer classic last weekend in the Okanagan City. N

LOAD-DATE: February 15, 2006

NYS trio challenge for Nike Cup: Three teams battle for provincial bragging rights in Chilliwack and Prince George
Nelson Daily News (British Columbia) July 6, 2000 Thursday

LANGUAGE: ENGLISH

GRAPHIC:

Photo: Submitted; The U17 boys squad, pictured here after claiming top prize at the Spokane Spring Classic tourney, head west to defend their **Nike** Cup title. The team includes, back row, L-R, Scott Horner, Mark Jacobsen, Will Pratt, Dave Martin, Justin Penner, Ben Waterer, Chris Thast, Cole Auringer, Tyler Anderson, Keegan Mickel and coach Mike Sedlbauer. Front, John Mastrobuono, Clay Pyle, Dennis Bourdon, Jesse Lucas, Robbie Gill, Dave Harvey and Matt Bird. Missing, Joel Ratcliffe. ;

DOCUMENT-TYPE: Sports

PUBLICATION-TYPE: Newspaper

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San Jose Mercury News (California)

June 21, 2000 Wednesday MORNING FINAL EDITION

GLOBAL PROBLEMS DEMAND GROUP SOLUTIONS FIND COMMON GROUND

BYLINE: THOMAS L. FRIEDMAN**SECTION:** EDITORIAL; Pg. 8B**LENGTH:** 550 words

SOME things are true even though Phil Knight, the chairman of **Nike**, believes them.

Knight recently made news for withdrawing a contemplated \$30 million gift to the University of Oregon after the university balked at joining a coalition -- the Fair Labor Association -- that was formed by human rights groups, colleges, the U.S. government and companies such as **Nike** to alleviate global sweatshop conditions. Oregon opted to join an alternative group being pushed on college campuses, the Worker Rights Consortium, which also plans to combat sweatshops, but refuses to cooperate with any companies, such as **Nike**.

The natural assumption is that Knight is wrong. The truth is, **Nike** has a shameful past when it comes to tolerating sweatshops. But on the question of how best to remedy those conditions in the future -- which **Nike** has now agreed to do -- Knight is dead right and Oregon wrong: The best way to create global governance -- over issues from sweatshops to the environment -- when there is no global government is to build coalitions, in which enlightened companies, consumers and social activists work together to forge their own rules and enforcement mechanisms. That's what the FLA represents and it's what the WRC doesn't.

It comes down to this: Do you want to make a point or do you want to make a difference? The FLA was formed to make a difference. The WRC was formed to make a point.

The FLA was forged four years ago, and it now includes the Lawyers Committee for Human Rights, the National Council of Churches, the International Labor Rights Fund, 135 universities and major apparel companies such as Liz Claiborne, Levi Strauss, **Nike**, Reebok and Adidas. After long talks, this diverse group agreed on a nine-point code for any apparel factory anywhere in the world -- including rules against forced labor and child labor, as well as freedom of association, minimum wages, maximum working hours, lighting, bathrooms and safety. They also agreed on a system of independent monitoring, surprise inspections and follow-ups.

Companies whose factories comply will be able to sew an "FLA" label into their clothing, and the 135 universities have agreed that their logos will go only on FLA-made products.

The WRC, by contrast, is backed by protectionist U.S. unions, such as Unite, that don't want any system that would give a stamp of approval to any production outside the United States. That's one reason the WRC won't work with companies. But that means the WRC has no way of consistently monitoring factories or following up remedies, and it is only focused on clothing sold on college campuses.

"If you want to improve people's lives in the absence of a global government, you need to align the economic interests

GLOBAL PROBLEMS DEMAND GROUP SOLUTIONS FIND COMMON GROUND San Jose Mercury News
(California) June 21, 2000 Wednesday MORNING FINAL EDITION

of the better global companies with the social interests of the least advantaged people," said Sam Brown, the 1960s anti-war activist, former U.S. ambassador and now director of the FLA. "We need to make these companies our allies, not our opponents. We won't change the world overnight. But it is foolish to dismiss the FLA because it does not go far enough or fast enough. The issue is how to get from here to there, and the FLA has a real strategy for harnessing U.S. consumer power to change the lives and working conditions of real people."

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: OPINION

Thomas L. Friedman is a columnist for the New York Times.

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Sydney Morning Herald (Australia)

June 21, 2000 Wednesday
Late Edition

Nike's 'sorry' ad labelled offensive

BYLINE: JACQUELIN MAGNAY and ANDREW HORNER

SECTION: NEWS AND FEATURES; Pg. 3

LENGTH: 392 words

Some of Australia's leading athletes have defended the repeated use of the word "sorry" in a **Nike** advertisement, as the company refused to back down and withdraw the commercial from air, as demanded by some Aboriginal community leaders.

They have condemned the ad as distasteful and a commercial capitalisation of the political climate in Australia.

The ad, created by Sydney agency FCB, features 20 athletes, most of whom are contracted to **Nike**, saying sorry for such things as being late, not having a nickname, eating all the eggs or for not being the girl next door because they are in training.

Cathy Freeman is the only athlete who does not say sorry, instead running past the camera, saying, "Can I get back to you later?"

Freeman, who married a **Nike** executive, Mr Sandy Bodecker, last year, is in London training for the Olympics. But other athletes who appear in the advertisement defended **Nike's** apologetic theme.

Hammer thrower Debbie Sosimenko said: "I did the ad because I interpreted it as saying thank you to all the people that have been understanding of the demands on my time and helped me get where I am. It wasn't my intention to offend anyone in any way."

Brisbane rugby league player Gorden Tallis, who is Aboriginal, said he could not see what the fuss was about.

"I don't see any problem with the ad at all, Cathy Freeman is the biggest Aboriginal name in the world, and she is the focus of it and she doesn't have a problem with it, and so I don't."

Ms Audrey Kinnear, of the National Sorry Day Committee, and Ms Lowitja O'Donoghue, of the Journey of Healing, have called for the commercial to be taken off air because, they say, it offends and hurts many Australians. Ms Kinnear said indigenous and non-indigenous Australians had been appalled at the commercial. "You would think the company would be more sensitive to Cathy at this stage leading up to the Olympics. It is heavy in our hearts to see she has been used this way ... It is very much distasteful and trivialises what 'sorry' means to us."

Nike officials said they had no plans to change the advertisement or take it off air, but welcomed debate with Aboriginal groups on the issue.

Nike's 'sorry' ad labelled offensive Sydney Morning Herald (Australia) June 21, 2000 Wednesday

"The ad is about showing an insight into the athletes and portraying the behind-the-scenes life of an athlete," a **Nike** spokeswoman said. "The ad has nothing to do whatsoever with reconciliation."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: Cathy Freeman in the commercial

PUBLICATION-TYPE: Newspaper

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The People

October 1, 2000, Sunday

CHILD SLAVE SHAME OF BIG MAN U DEAL

BYLINE: Lucy Panton

SECTION: NEWS; Pg. 22

LENGTH: 188 words

SOCCER giants Manchester United are at the centre of a child slave labour scandal after signing a world-record pounds 300million sponsorship deal with **Nike**.

Fans will be shocked to learn that kiddies as young as 12 are working for 75p a day in sweatshops to produce the famous **Nike** sports gear. At one slum factory in Cambodia, children toil seven days a week with dangerous machinery in searing heat.

And Fiona King from Save the Children said: "Situations like this are all too common." United's 15-year deal with **Nike** starts in 2002 and will net the club pounds 20million a season.

One fan, a father of two, said last night: "I'm shocked that in their greed they have signed with a firm that exploits children."

The club's marketing boss Peter Draper said: "We are working with UNICEF to bring pressure on suppliers and ensure they work to guidelines."

A **Nike** spokesman said: "We deeply regret what happened in Cambodia and have pulled out of the factory concerned. It breached our code of conduct."

A Panorama special on BBC1 will expose the shame of child slave labour in Cambodia on October 16.

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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Courier Mail (Queensland, Australia)

September 4, 2000, Monday

Old **Nike** shoes ace on tennis courts

BYLINE: Louise Brannelly

SECTION: FINANCE; Pg. 17

LENGTH: 408 words

BRISBANE-based AV Syntec Pty Ltd will use old athletics shoes in its famous Rebound Ace tennis court surfaces after striking a strategic alliance with US sportswear giant **Nike** Inc.

Rebound Ace, one of only four Grand Slam tennis surfaces in the world, has been used at the Australian Open for the past 12 years and was installed at the NSW Tennis Centre for the Sydney Olympics.

Now, under a deal with **Nike**, AV Syntec will incorporate into all its sports surfaces **Nike** Grind -- the recycled rubber from old sports shoes collected through **Nike's** reuse-a-shoe programme.

"The deal is designed not to have any impact on the costing of our systems -- it is cost neutral," said Tony Newton, national product manager of AV Syntec's Rebound Ace Sports division.

"But from a business perspective, certainly we are looking for brand strengthening from the alliance with **Nike** . . . and we expect there to be a dollar benefit to us."

The privately-owned company was formed in Brisbane in 1977 by three industrial chemists who patented their design for a cushioned surface made from polyurethane acrylic combinations.

All the liquid materials, such as adhesives, used in the construction of the Rebound Ace surfaces are manufactured at AV Syntec's Carole Park factory, in Brisbane's south-west.

However, it outsources all the pre-fabricated rubber mats, which are mostly made from recycled tyres and will now also include **Nike** Grind.

Two thousand recycled tyres and 12,000 old shoes were recently used to produce two new multi-purpose courts and a play area at the South Sydney Police & Community Youth Club.

That facility is the first Rebound Ace court in Australia to use **Nike** Grind and one of 15 locations internationally, reflecting an informal tie between **Nike** and AV Syntec over several years.

AV Syntec's sports surfaces division generates an estimated \$5 million-plus a year in revenue, with exports to more than 40 countries accounting for roughly half of these sales.

"The success of Rebound Ace in the Australian Open has really springboarded us around the world," Mr Newton said, noting that the major opportunities for Rebound Ace are overseas.

Old Nike shoes ace on tennis courts Courier Mail (Queensland, Australia) September 4, 2000, Monday

In the US, Mr Newton said AV Syntec wanted to leverage off **Nike's** strong ties with universities and colleges.

"In Australia and throughout the rest of the world we will look at improved sales through the brand strengthening aspect of having **Nike** associated with AV Syntec."

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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St. Petersburg Times (Florida)

June 02, 2000, Friday, 0 South Pinellas Edition

MAKING NEWS

SECTION: SPORTS; SIDELINE; Pg. 1C

LENGTH: 177 words

Tiger changes ball

Tiger Woods is making the switch to the swoosh. After testing a new golf ball during competition in Germany and in the Memorial, Woods said he formally will switch to the **Nike** Tour Accuracy ball when he plays the U.S. Open at Pebble Beach in two weeks. Woods finished third in the Deutsche Bank Open, then won the Memorial. "I think it's done pretty good so far," he said last week. The announcement officially ends a marketing conflict between Woods' top sponsors - **Nike** and Titleist - that began last year when **Nike** entered the ball market.

QUESTION OF THE DAY

The Devil Rays have won two in a row; what is the longest winning streak in franchise history?

Answer below.

QUOTABLE

"There was never a brawl he wasn't in the middle of as a player or a coach. As a coach, he threw as many haymakers as any player."

- ELROD HENDRICKS

Orioles coach on former teammate Frank Robinson, now baseball's disciplinarian (the tough guy who hands out fines and suspensions for fighting)

ANSWER

Six, from April 18-23 last season.

LOAD-DATE: June 2, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLOR PHOTO, Associated Press; Orlando's Nykesha Sales and Taj McWilliams double-team Charlotte's Andrea Stinson.

TYPE: DIGEST

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Network World

May 22, 2000

**Nike's new 'Net religion;
After stumbling around the Web for four years, the athletic apparel champion
has found its footing.**

BYLINE: Bernhard Warner

LENGTH: 729 words

Fifty bucks worth of pizza and beer sounds more like a pool-hall wager than an

Internet investment. But it's precisely what was at stake at **Nike's** Beaverton,

Ore., headquarters last summer.

Nike CEO Phil Knight had assembled two dozen managers from across the company to figure out how it could leverage the Internet to grow its \$9 billion business. In earlier sessions, Knight had invited Net luminaries including Broadcast.com founder Mark Cuban and Novell (NOVL) chairman Eric Schmidt to join his brain trust to discuss various issues affecting the digital economy. Knight then personally drafted five case studies and put his lieutenants to work. Managers were split into teams, each assigned to a case. Topics included e-commerce, marketing and PR, general operations, finance and sports marketing.

"Phil said there were only two rules," recalls Ian Yolles, a participant in the sessions. "They were: 'One: I don't want you spending more than five hours on this. And two: I'm going to give you 50 bucks for beer and pizza to get it done.'"

The groups engaged in a kind of corporate soul-searching, exploring every conceivable scenario. What's our e-commerce strategy? Should we seek venture capital funding for a dot-com spinoff? What about a tracking stock? Should we divert more money into online advertising? Should we build a business-to-business exchange for our raw materials suppliers to cut down on manufacturing costs?

Some ideas, such as the tracking stock, were scrapped. Others, including working with VCs, were moved to the back burner. And others got the green light; one of them, the **Nike** iD custom shoe-building feature, debuted in November. In the end, Knight and his team zeroed in on the Internet as a prime opportunity for investment and development.

"The most significant thing about the seminars and the case studies was that it did exactly what Phil hoped it would do," says Yolles, director of marketing at **Nike.com**. "It engaged people in the company to think about the Internet and the future of **Nike**."

Knight is making **Nike.com** the cornerstone of the company's global strategy. Once little more than a corporate brochure, the site now figures in just about every aspect of **Nike's** business, from PR to e-commerce to brand-building and even original programming. And the Net operation's momentum continues to build: It's at the heart of the company's new consumer electronics business, launched in early May. The first **Nike**-branded gadget to hit stores is a digital-audio device that plays MP3 files; soon to come are walkie-talkies and watches that double as heart-rate

Nike's new 'Net religion;After stumbling around the Web for four years, the athletic apparel champion has found its footing. Network World May 22, 2000

monitors and altimeters. Over time, each of the gadgets will become more compatible with **Nike.com**, allowing for athletes in training, for instance, to download their heart-rate information to the site and pull up pointers from pros.

Driving **Nike's** innovations is the company's obsession with its image. **Nike** has been a master marketer for three decades. Its ad campaigns sell more than shoes; they sell the idea that **Nike** makes champions.

Air Jordan basketball shoes, inspired by Michael Jordan, vaulted **Nike** to its spot as the most-dominant consumer sports brand of the mid '80s and early '90s. What Jordan did for **Nike** in the last two decades, Knight thinks the Net can do for the brand now and in the near future. As he says, the Internet "has a power equal to [Jordan]" in the new millennium.

More so than at any other time in its 32-year history, **Nike** needs high-tech help. For the past two years, the "swoosh" brand has been in a swoon. Fickle teens have been turning away from white sneakers and toward Timberland hiking boots and skateboard brands like Vans (VANS) and Skechers (SKX) . **Nike's** problems overseas are equally daunting. Weak currencies in Europe and Asia are expected to depress sales in the very markets where the company was banking on the greatest growth.

These factors have contributed to declining sales two years running. In February, the company warned analysts that revenue would fall short of estimates this year and next year due in part to the woes of its biggest retail partners, including Just for Feet and the Venator Group (Z) , the parent company of Foot Locker. The news sent the stock into a tailspin, shedding more than **\$2 billion of its market cap.**

(It has now recovered half that amount.)

LOAD-DATE: June 20, 2000

LANGUAGE: ENGLISH

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Birmingham Evening Mail

May 3, 2000, Wednesday

TIGER JUST WOULDN'T IN **NIKE STRIKE**

SECTION: Pg. 6

LENGTH: 163 words

GOLFER Tiger Woods joined thousands of striking actors when he refused to take part in an advert for sportswear giant **Nike**.

The world number one had been scheduled to shoot the commercial at Islesworth Country Club, his home course in Florida. But he wouldn't just do it.

'There is a strike going on and we're abiding by it,' said his agent, Mark Steinberg.

Woods' decision was greeted enthusiastically by the Screen Actors Guild, which authorised the strike along with the American Federation of Television and Radio Artists. About 135,000 actors are represented by the unions.

Bounces

Woods' deal with **Nike** was being renegotiated and could pay him a reported pounds 50million over five years.

The golfer's TV commercials, including one in which he bounces a golf ball off a club head, have proved an eye-catching success.

Union membership is mandatory for anyone in the United States who appears in more than one commercial, athletes included.

LOAD-DATE: May 4, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Toronto Star

January 7, 2000, Friday, Edition 1

NIKE RECALLS SHIRTS OVER INFERTILITY FEARS

SECTION: BUSINESS

LENGTH: 440 words

Shirts tainted

by chemical sold only in Europe

Stuart Laidlaw

BUSINESS REPORTER

If your shirt smells after a good run, be thankful.

Nike Inc. shirts in Europe are being recalled after a television report said they contain a chemical that can lead to infertility.

Shirts in Canada do not contain the chemical, used to keep shirts from smelling like sweat, **Nike** Canada Ltd. says.

"None of these jerseys are sold in Canada," **Nike's** Michelle McSorley said.

In fact, she said, preliminary testing by the company yesterday showed that **Nike** did not deliberately add the chemical in Europe, either, and that only a small batch of clothes from factories in Italy and Britain had the chemical.

Complete test results should be available today, she said.

The shirts in question are replica soccer team shirts sold through two German clothing store chains. **Nike** made the shirts and sewed on logos provided by the soccer teams whose uniforms were being replicated.

McSorley said **Nike** is investigating the possibility that the chemical got on to the shirts by way of the logos.

"We certainly would not have added it," she said, adding that concentrations of the chemical are very low.

"This isn't a life or death situation."

The chemical, tributyltin, is a fungicide that removes the smell created by the bacteria in sweat. It is often used in the shipping industry to control the growth of mould and mildew, said Thomas Kullick, an environmental spokesman for a European textile association.

The heavy metal compound is also used in anti-barnacle paint for ships, but has since 1989 been banned in Canada for environmental reasons for use on any ship less than 25 metres.

German retailer KarstadtQuelle AG has pulled all **Nike** soccer shirts from its shelves, while Metro AG's Kaufhof Warenhaus AG department store unit stopped selling the soccer shirts and may pull the rest.

"We're immediately removing all shirts from sale, until we know exactly what is going on," said Karstadt spokesperson Michael Scheibe.

He estimated Karstadt has sold more than 10,000 of the shirts, which retail for about 140 deutsche marks (\$110) apiece and are replicas of the Borussia Dortmund soccer team's yellow-and-black outfit.

Karstadt will refund or exchange shirts it has sold but has not reached an agreement with **Nike** on who will pay the cost.

The risks and benefits of tributyltin have been debated for years. A study of 140 snail species has shown that a high concentration of the chemical caused infertility, sparking calls for a ban on its use.

With files from Bloomberg News

LOAD-DATE: January 7, 2000

LANGUAGE: English

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DAILY MAIL (London)

October 14, 2000

Nike and Gap 'child labour'

SECTION: Pg. 35

LENGTH: 140 words

DESIGNER sports firm **Nike** and the U.S. retail chain Gap have been accused of using child labour.

An undercover probe by the BBC Panorama programme suggests the companies are profiting through the use of sweatshops in the Far East.

Investigators claim that a factory in Cambodia used by both firms employed a girl of 14 and another of only 12. The legal working age in the country is 15.

The children told researchers that they worked in punishing conditions for 16 hours a day seven days a week, earning GBP 26 per month.

Many workers are said to face bullying from their employers.

One girl said her boss pulled her hair and swore when she refused to work overtime.

Nike and Gap both claim they are working with the factory to improve the situation.

The programme is due to be screened tomorrow night.

LOAD-DATE: October 15, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Ottawa Citizen

September 15, 2000, Friday, FINAL

Woods signs deal for \$100M

SECTION: Sports; B2

LENGTH: 310 words

DATELINE: LOS ANGELES

LOS ANGELES -- Tiger Woods has signed a five-year endorsement contract extension with **Nike**, a company spokesman said yesterday.

Those close to the negotiations declined to discuss the financial terms of the contract, but the Associated Press cites "a source close to the negotiations" saying it was for \$100 million and the largest contract in sports marketing history.

Nike Golf president Bob Wood said the only formality left in the yearlong negotiation process was receiving the signed contract in his office. He said he expected to receive it this morning.

"The negotiating has been done for several weeks now," Wood said. "The only thing left is the logistics of physically having the contract here."

Mark Steinberg, Woods' agent at IMG, said the contract had not yet been signed, but said the negotiations were complete and the signature was a mere formality.

"All of the deal points are in place," Steinberg said. "There are very few times in a player or an endorser's life that both truly feel they got what they deserved. But, in this case, they do. I would venture to say that Tiger is very happy."

The deal, which calls for Woods to continue wearing **Nike** clothes and using **Nike** balls, is comparable in length to any deal Michael Jordan had while he was an active player.

Jordan's endorsement contract terms were never made public, but Wood hinted that Woods' package was worth more than anything Jordan made while he was an active NBA player.

Earl Woods, Tiger's father, said he did not know the financial details of the contract, but said, if the \$100- million speculation was correct, it was worth it.

"It doesn't surprise me at all," Earl Woods said. "He's worth every bit of it. And when the next contract comes around, this one will look like chump change and peanuts compared to that one."

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

Woods signs deal for \$100M The Ottawa Citizen September 15, 2000, Friday, FINAL

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The Gazette (Montreal, Quebec)

Harnessing consumer power: Anti-sweatshop group wants to make a difference, not just make a point

BYLINE: THOMAS L. FRIEDMAN

SECTION: Editorial / Op-ed; B3

LENGTH: 726 words

Some things are true even though Phil Knight, the chairman of **Nike**, believes them.

Knight recently made news for suddenly withdrawing a contemplated \$30-million gift to the University of Oregon after the university balked at joining a coalition - the Fair Labour Association (FLA) - that was formed by human-rights groups, colleges, the U.S. government and companies such as **Nike** to alleviate global sweatshop conditions. Oregon opted to join an alternative group being pushed on college campuses, the Worker Rights Consortium (WRC), which also plans to combat sweatshops but refuses to co-operate with any companies, such as **Nike**.

Shameful Past

The natural assumption is that Knight is wrong. The truth is, **Nike** has a shameful past when it comes to tolerating sweatshops. But on the question of how best to remedy those conditions in the future - which **Nike** has now agreed to do - Knight is dead right and Oregon wrong: the best way to create global governance - over issues from sweatshops to the environment - when there is no global government is to build coalitions, in which enlightened companies, consumers and social activists work together to forge their own rules and enforcement mechanisms. That's what the FLA represents and it's what the WRC doesn't.

We've heard plenty this year about the downsides of globalization. The question is what to do about it. The more radical protesters, such as the WRC, want to trash multinationals and get the World Trade Organization to set rules for workers and the environment, not just for trade. And what practical effect have the protesters had so far? Zero.

So what to do? Well, it comes down to this: do you want to make a point or do you want to make a difference? The FLA was formed to make a difference. The WRC was formed to make a point.

The FLA was forged four years ago, and it now includes the Lawyers Committee for Human Rights, the National Council of Churches, the International Labour Rights Fund, 135 universities and major apparel companies such as Liz Claiborne, Levi Strauss, **Nike**, Reebok and Adidas. After long talks, this diverse group agreed on a nine-point code for any apparel factory anywhere in the world - including rules against forced labour and child labour, as well as freedom of association, minimum wages, maximum working hours, lighting, bathrooms and safety. They also agreed on a system of independent monitoring, surprise inspections and follow-ups, which is now being tested in five developing countries.

FLA Label

Companies whose factories comply will be able to sew an "FLA" label into their clothing, and the 135 universities have agreed that their logos will go only on FLA-made products. Global brands can't afford any longer to be associated with sweatshops, and the FLA creates a credible system for empowering consumers to punish dirty companies and reward

Harnessing consumer power: Anti-sweatshop group wants to make a difference, not just make a point The Gazette
(Montreal, Quebec) June 22, 2000, Thursday, FINAL

improving ones.

The WRC, by contrast, is backed by protectionist U.S. unions, such as Unite, that don't want any system that would give a stamp of approval to any production outside the United States. That's one reason the WRC won't work with companies. But that means the WRC has no way of consistently monitoring factories or following up remedies, and it is only focused on clothing sold on college campuses.

It's good that there's a WRC out there noisily protesting against sweatshops and embarrassing companies. But the WRC is not a substitute for the FLA, which has a comprehensive strategy for upgrading the whole apparel industry. It's a pity that some cowardly college presidents - intimidated by a few vocal and often uninformed students - have quit the FLA in favour of the WRC.

"If you want to improve people's lives in the absence of a global government, you need to align the economic interests of the better global companies with the social interests of the least advantaged people," said Sam Brown, the 1960s anti-war activist, former U.S. ambassador and now director of the FLA. "We need to make these companies our allies, not our opponents. We won't change the world overnight. But it is foolish to dismiss the FLA because it does not go far enough or fast enough. The issue is how to get from here to there, and the FLA has a real strategy for harnessing U.S. consumer power to change the lives and working conditions of real people."

LOAD-DATE: June 22, 2000

LANGUAGE: ENGLISH

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The Philadelphia Inquirer

Found on Philly  com

The Philadelphia Inquirer

DECEMBER 22, 2000 Friday SF EDITION

WILLIAMS MAY HAVE \$40 MILLION PACT

BYLINE: COMPILED BY THE INQUIRER STAFF**SECTION:** SPORTS; Pg. D03**LENGTH:** 790 words

Venus Williams, the tennis star, yesterday signed a multiyear contract extension with Reebok reportedly worth \$40 million over five years, which would make it the richest endorsement deal for a female athlete.

"I won't deny the reports that have been put out there," said Angel Martinez, chief marketing officer for Reebok.

Huge endorsement deals are rare in women's sports. Monica Seles signed a five-year, \$25 million deal with **Nike**. Martina Hingis has a six-year **Nike** contract that pays close to \$30 million.

By contrast, **Nike** reportedly has a \$100 million deal with Tiger Woods, and Michael Jordan is getting \$40 million a year in endorsement income two years after his retirement.

HOCKEY

Pittsburgh Penguins forward Matthew Barnaby was suspended for four games by the NHL yesterday after an altercation with a fan.

* Detroit's Nicklas Lidstrom was the leading vote-getter for World team defensemen for the NHL All-Star Game with 124,639 votes. Dallas' Sergei Zubov was second with 86,399.

Pittsburgh winger Jaromir Jagr led all players on the World all-star ballot with 152,350 votes. The leaders at other positions were Buffalo goaltender Dominik Hasek with 118,326 votes and Colorado center Peter Forsberg with 113,700.

PRO BASKETBALL

The NBA fined Miami Heat guard Tim Hardaway \$5,000 for unsportsmanlike conduct and Utah Jazz coach Jerry Sloan \$7,500 for verbal abuse of officials for their actions in games Wednesday night.

COLLEGES

The Minnesota football players who improperly used an athletic department long-distance access code have repaid the

school for the phone calls and are back on the team, officials said.

* Pittsburgh basketball coach Ben Howland dismissed center Chris Seabrooks from the team for what was called behavior detrimental to the program. The behavior was not specified. . . . New Mexico forward Wayland White was suspended for two games for academic reasons.

* A group of college basketball promoters sued the NCAA in Columbus, Ohio, over a rules change designed to end preseason basketball tournaments.

The conference commissioners voted in September to eliminate the events, which count as one game toward a school's 28-game maximum regardless of how many preseason games the team plays.

Gazelle Group Inc., which is based in Princeton and is one of the five groups that filed the lawsuit, said NCAA officials made the change "to maintain their monopoly over Division I college basketball events."

* Texas Tech said it suspended freshman linebacker Marquis Turner for the galleryfurniture.com Bowl and the 2001 season, so he could sort out "personal problems."

* Mississippi State declared Fred Smoot, an all-American cornerback, academically ineligible. He will not play in the Independence Bowl against Texas A&M.

* A day after a judge ordered the NCAA to restore Muhammed Lasege's eligibility, Louisville did, and will allow the 6-foot-11 Nigerian recruit to play.

Lasege, 20, sought a temporary injunction after the NCAA ruled him ineligible for signing a \$9,000 contract to play basketball in Russia in 1998.

BASEBALL

The Montreal Expos signed outfielder Tim Raines, 41, to a minor-league contract.

* The Chicago White Sox agreed to one-year contracts with outfielder Magglio Ordonez, shortstop Tony Graffanino, and third baseman Herbert Perry. Ordonez will get \$3.75 million. Terms for the others were not disclosed.

* The Texas Rangers re-signed pitcher Justin Thompson, a lefthanded starter who missed the 2000 season with problems in his pitching shoulder after being acquired in the Juan Gonzalez trade with Detroit. He was signed to a one-year, \$2.42 million contract.

* Pittsburgh Pirates catcher Jason Kendall signed a six-year, \$60 million contract extension.

* Infielder Mike Caruso, claimed on waivers by the Seattle Mariners last week, has been sent back to the White Sox because he was injured. Caruso spent last season at triple-A Charlotte.

* First baseman David Segui has returned to the Baltimore Orioles, signing a four-year contract reportedly worth \$28 million.

Elsewhere: Rich Aurilia and utility infielder Felipe Crespo agreed to multiyear contracts with the San Francisco Giants and avoided salary arbitration. ... Ron Coomer became a free agent when the Minnesota Twins declined to offer the first baseman a contract for next season. . . . The Kansas City Royals did not offer contracts to pitchers Tim Lincecum and Jeff D'Amico and outfielder Todd Dunwoody, making them free agents.

NOTEWORTHY

WILLIAMS MAY HAVE \$40 MILLION PACT The Philadelphia Inquirer DECEMBER 22, 2000 Friday SF EDITION

Austria's Cristoph Gruber won the men's giant slalom in Bormio, Italy, beating Eric Schlopy, whose second-place finish was the best by an American man in the event since 1983.

LOAD-DATE: February 5, 2002

LANGUAGE: ENGLISH

NOTES: Sports in Brief

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The Express

April 22, 2000

JEWISH BOYS TICKED OFF FOR SPORTING **NIKE LOGO**

BYLINE: FROM TOBY MOORE IN NEW YORK

LENGTH: 188 words

JEWISH elders are in uproar over a trend among fashion-conscious orthodox youths to wear skull caps - more formally known as yarmulkes - emblazoned with the **Nike** tick logo.

"There's some kind of disconnect between a religious symbol and a company emblem," said Rabbi Andrew Bachman, a spiritual leader in New York. His colleague, Rabbi Yerachmeil Milstein, has said he will only permit the traditional black velvet in his school. The cap, he said, represents a relationship with God. "Somehow that message can get lost with all this brand noise. When it becomes this commercial, it loses its true significance."

The concern has become so intense that **Nike** has been forced to deny it has anything to do with the trend. "The yarmulke, as venerable and noble an article of clothing as it is, is not something we sell among our performance athletic line," insisted Vado Manager, Director of Global Issues. He blamed unlicensed traders for the trend. However, to the dismay of rabbis, the company has made clear it does not plan to try too hard to halt the misuse of its copyright, otherwise known as free advertising.

LOAD-DATE: May 8, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

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New Straits Times (Malaysia)

October 28, 2000

Revolutionary sportswear for everyone

BYLINE: By Loretta Ann Soosayraj

SECTION: Pickings; Pg. 3

LENGTH: 408 words

EVER since Tiger Woods sported that cap with the simple **Nike** signature, the red swoosh, every sportsman wants to wear that same "badge".

From being a brand promoting classy sportswear, **Nike** has since moved to introducing revolutionary sportswear and goods.

Add a touch of glamour to your sweaty and grimy exercise routines with **Nike's** full-length, yoga and workout pants.

Check out the stretchy lycra pants that gives the much desired slimmer silhouette while not compromising on ease of movement. Who says we all can't look like Jennifer Lopez?

And then there are the well-cut tops that provide support and optimum comfort.

What lends character to the pieces are the fashionable construction and placement of straps, innovative stitching and seams.

Aside from the workout theme clothes, **Nike** also brings other sports-inspired tops. The sports brand's latest collection features tops that are comfortable and fashionable.

The fabrics used effectively keep sweat away, leaving the wearer dry even after a strenuous workout.

Check out the D.R.I. Fit Tees that keep that sticky feeling at bay.

From mock turtlenecks to boatnecks, necklines echo the styles of the season.

Sleeves go from three-quarter to cap sleeves to flatter all body types.

The minimalist cuts further emphasise body parts that you want to show off.

Nike is also introducing the revolutionary "Presto" sports shoe that is described as the T-shirt for feet!

It may be zany but it will give your precious feet the comfort they need in a kaleidoscope of colours.

The revolutionary sizing exhibits the flexibility of the range. Once the laces are adjusted to the desired tightness, the shoe can be slipped on and off. No more struggling with pesky tangled laces.

Women's tees are available at **Nike**-only stores. Head on down to the Women's Specialty Store on the first floor of Bangsar Shopping Complex in Kuala Lumpur.

And do pop by the newly-opened flagship store in KL Plaza (second floor) as it not only offers the largest selection in Malaysia, it also happens to be the largest store in Southeast Asia. Yet another exciting milestone for **Nike** indeed.

At the launch of the flagship store, there was, in true **Nike** style, nothing predictable or ordinary. Interesting games were organised, where winners took home **Nike** goodies.

Game stalls were also set up where people could win a T-shirt or a flask just by tossing a ball.

LOAD-DATE: October 31, 2000

LANGUAGE: ENGLISH

GRAPHIC: Picture - Pix without caption. Picture - Stylish and colourful ... Add a touch of glamour to your exercise routine with fashionable sportswear.

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The New York Post

January 21, 2000, Friday

NBA KNIGHT-MARE ; JORDAN-NIKE PARTNERSHIP CAN'T BE GOOD FOR GAME

BYLINE: Phil Mushnick

SECTION: All Editions; Pg. 107

LENGTH: 642 words

IF I were an NBA team owner outside of the Wizards, I'd be very unsettled by the news that Michael Jordan's in the ownership loop. After all, from the time Jordan was an NBA pup, **Nike** has been right there, and in a big, big way.

While long ago diagnosed as **Nike**-intolerant, I also learned that to underestimate the power and methods of **Nike** is to miss the bigger picture.

Alonzo Mourning said it a few years back when his contract negotiations with the Hornets broke down after he was drafted. Asked which NBA team he planned to work for, Mourning said, "I work for **Nike**." Just like his college coach, John Thompson.

Jordan, still **Nike's** most valuable property, now doubles as part-owner and director of basketball operations of an NBA team. Hmmm.

How long before **Nike** becomes Jordan's silent but highly visible partner in the Wizards? How long before **Nike** provides the Wizards a salary-cap end-run by paying huge endorsement fees to players in order to load the team with hand-picked **Nike** stars? Then, how long before Team **Nike** buys its way into the NBA Finals?

On the pro level, such a precedent exists. In 1994, when Deion Sanders went from the Falcons to the 49ers, it was widely reported that he had to take a paycut to do so. It made for a sweet story, but it was nonsense.

Sanders had his **Nike** salary increased as a pre-determined element of the deal to join the Niners. **Nike** reasoned that the national exposure that Sanders would receive by playing for a contender instead of the miserable Falcons was worth its weight in cash.

So **Nike** made up the difference, and perhaps more, in Sanders' football salary. **Nike**, as much as the Niners, was responsible for Sanders changing teams. And, not that Sanders made all the difference, but the Niners, with **Nike's** help, won the Super Bowl.

What prevents the Wizards, through Jordan, from serving as a **Nike**-laundering operation in the same manner and then some? Technically, nothing. In fact, it's hard to imagine that **Nike** would not try to thoroughly exploit such an "in."

Why not? Sneaker companies have met little resistance buying college programs. Many big-time Division I team basketball teams essentially operate as warehouse showrooms for sneaker company-owned players and coaches in return for sneaker company cash and recruits.

NBA KNIGHT-MARE ; JORDAN-NIKE PARTNERSHIP CAN'T BE GOOD FOR GAME The New York Post
January 21, 2000, Friday

And once the schools learned just who owns their coaches and players, once they learned the drill, did they stand up and demand that such influence peddling cease? Hell, no. They got in line for their cut.

Some colleges have sold exclusives to sneaker companies that disallow a stitch of clothing carrying the school's name or logo from being sold unless the merchandise shares the spotlight with the sneaker company's name or logo.

The sneaker companies even try to make deals that include clauses through which the college agrees to prevent any negative publicity about the companies in school-operated media. Hush money.

The largesse of the sneaker companies, what I'd call racketeering, the schools identify as "good corporate citizenship." Heck, the schools and sneaker companies would have you believe that until they showed up, everyone played basketball in their bare feet.

Remember, **Nike** has the power to force Olympic Dream Team members, including Jordan, to literally wrap themselves in American flags, not to express their national pride, but to cover the Olympic-issue Reebok logos on their uniforms.

And now Jordan, **Nike's** all-time salesman, is doubling as a hands-on executive and part-owner of an NBA team. Why do I get the feeling that out there in Nikeland, Oregon, either someone's working on a plan, or the plan is ready to enter Phase II?

LOAD-DATE: January 21, 2000

LANGUAGE: ENGLISH

GRAPHIC: TEAM **NIKE:** Now that Michael Jordan runs the Wizards, how long before he and **Nike** boss Phil Knight (above right) load up his team with hand-picked **Nike** stars? AP

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The Express

October 31, 2000

MAN UTD SHAREHOLDERS VOICE FEARS OVER **NIKE** DEAL

BYLINE: BY DAVID HELLIERCHIEF CITY CORRESPONDENT

LENGTH: 373 words

A GROUP of Manchester United shareholders has warned the Premiership football club to be wary of entering into a multi-million pound partnership with **Nike**.

The call by Shareholders United follows allegations that the sportswear giant sub-contracts orders to a factory in Cambodia that employs children to work in sweat-shop conditions.

United has been rumoured to be close to signing a 10-year commercial deal with **Nike** worth nearly GBP 300million.

In a letter to club chief executive Peter Kenyon, Shareholders United wrote: "United should not conclude any deal with **Nike** until you are totally satisfied that it is 100 per cent clean on this issue the use of child labour ."

The club has recently agreed a new charter with its supporters and shareholders which states: "Manchester United plc opposes the exploitation of child labour. No orders will be placed with suppliers employing child labour under the age allowed in the country concerned."

A recent BBC Panorama programme alleged **Nike** used a factory in Cambodia that employs children under the age of 15, the legal working age in the country. Shareholders United representative Michael Crick urged the club to make the most thorough investigation over a potential shirt supplier's records.

"It will not be good enough simply to take a potential partner's word for it," he said.

A spokesman for United said yesterday it was inconceivable the club would enter into an agreement with a company if there was an alleged problem over use of child labour.

"**Nike** or anybody else would have to convince Manchester United that it was doing all it could to eradicate this problem," he said.

United backed a worldwide Unicef campaign against exploitative child labour, he added.

Shareholders United was formed during the controversial GBP 365million takeover bid for the group by satellite operator BSkyB.

In its early days the pressure group had a stormy relationship with the club's board, then led by Martin Edwards. Recently, however, the club has taken the views of the group more seriously. "The plc has taken a radically different approach to relations with shareholders and supporters over the past year," the group said on its website.

LOAD-DATE: October 30, 2000

MAN UTD SHAREHOLDERS VOICE FEARS OVER NIKE DEAL The Express October 31, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

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Edmonton Journal (Alberta)

May 11, 2000 Thursday Final Edition

Shoestring operation pays off for local inventor: Nike snaps up U of A prof's design for speedometer

SOURCE: The Edmonton Journal

BYLINE: Andy Ogle, Journal Staff Writer

SECTION: News; Pg. A1 / FRONT

LENGTH: 537 words

DATELINE: Edmonton

A runner's speedometer invented by a University of Alberta engineering professor has been snapped up by Nike as one of five new high-tech devices for the "digital athlete," the sports marketing giant announced Wednesday.

The device, which Nike will sell with a version of its popular Triax wristwatch for \$199 US starting in October in the United States and likely soon after that in Canada, consists of sensors and a microprocessor designed to clip on to shoelaces.

It's a sophisticated, wireless gadget measuring stride length and velocity. It transmits the information to the watch, which gives constant speed and distance readouts.

Ken Fyfe, who teaches mechanical engineering at the U of A, came up with the idea a few years ago while talking with his wife, Anne Galloway, about ideas for a design project to give his students.

A veteran marathon runner, she suggested something to help runners improve their training. Fyfe, also a runner and coach of the Leduc Track club, decided he would work on it himself rather than give it to his students.

He later formed Dynastream Innovations Inc. with his younger brother Kip, an electrical engineer in Cochrane, to further develop prototypes and shop them around to sports equipment manufacturers, including Nike.

Fyfe said his invention, which Nike is labelling the SDM (Speed Distance Monitor) Triax 100, is a big improvement over the typical pedometer.

A pedometer simply counts how many steps you take and then uses what you say is your average stride length to tell you how far you've gone, he said.

"This thing is actually measuring each and every stride. So even if you change your stride length, this calculates that." The device has an accuracy of more than 97 per cent.

Nike vice-president Clare Hammil said: "The simple question when you go out for a run, go for a walk, you're out hiking, is how far did I go and how fast did I move?"

Shoestring operation pays off for local inventor: Nike snaps up U of A prof's design for speedometer Edmonton Journal (Alberta) May 11, 2000 Thursday Final Edition

Nike created a new division -- **Nike** Techlab -- to market the new products including a heart monitor, a portable digital audio player, a backcountry wristwatch that will act as a compass and provide weather readings, and a new two-way radio for snowboarders, hikers and the like.

Fyfe said getting the product to this stage has been long and sometimes difficult. Some of the research was funded by the Natural Sciences and Engineering Research Council. The university's industry liaison office helped him get a patent and provided some money to develop prototypes.

At one point the Fyfes' company ran out of money and they had to shut it down.

Kip ran the company out of his garage, said Fyfe. And a meeting with **Nike** officials was conducted around a kitchen table.

"It has literally been running on a shoestring, no pun intended," he said.

"So many roadblocks had to be overcome. But it has been a lot of fun to work on. What better way to do your research than put this thing on and go outside to run for an hour."

IN THE LONG RUN...

- U of A professor Ken Fyfe's invention will first be marketed to runners who want to find out how fast and far they're going.

- But down the road it could be used to help people with artificial limbs enhance their sense of motion and position.

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: Chris Schwarz, The Journal; Ken Fyfe watches while distance runner Jenny Van Kempen tests the speedometer on a treadmill. Colour Photo: Grant Black, Calgary Herald, Southam Newspapers; Ken Fyfe's speedometer measures a runner's stride length and velocity.

TYPE: Business

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The Herald (Glasgow)

September 15, 2000

Woods wins \$ 100m Nike deal

BYLINE: Ian Broadley

SECTION: Pg. 38

LENGTH: 345 words

Nike has reached agreement with Tiger Woods to pay him a reported \$ 100m - the richest endorsement in the history of sport. Woods' agent, Mark Steinberg, of the International Management Group, said yesterday the deal, covering a five-year period to be **Nike's** worldwide brand leader, would be signed within the next few days.

"It is a very, very fair deal, which compensates Tiger for what he has done, not just for **Nike**, but for the game of golf," said Steinberg.

"I cannot imagine there has ever been a more creative contract, there are so many different parameters. He is setting standards and marks that have never been thought of - on and off the course."

Nike paid Woods \$ 40m when he turned professional five years ago and were rewarded with a rise in global sales and profits through his increasing dominance in golf.

"The value received now will be a bargain when next time comes around," insisted his father, Earl, who controls his son's financial investments. "There is no doubt he is going to get better. He is far from reaching his potential.

"This reflects the growing nature of Tiger in the world market. But it is not about money with him, and it never will be about money."

Woods Sr argued that other players would not benefit from increased sponsorship, because of **Nike's** benchmark deal. "My gut feeling is that Tiger is so special and unique, that what he accomplishes in the markets has no effect on others," he maintained. "Where his impact will be is in the next television contract. That is where the players will capitalise."

The US PGA Tour was able

to double purses after

renegotiating television contracts two years ago. When these are up for renewal the Tour will be in a much stronger bargaining position, because TV ratings for golf in the USA have risen steeply thanks to Woods.

According to his associates, Woods made \$ 50m last year from all sources and his net worth was calculated to be \$ 150m. The **Nike** deal will take him significantly closer to becoming sport's first

dollar billionaire.

Woods wins \$ 100m Nike deal The Herald (Glasgow) September 15, 2000

LOAD-DATE: September 16, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Irish Times

September 16, 2000

Tiger signs \$ 100m Nike contract

BYLINE: By DAVID DAVIES, Guardian Service

SECTION: CITY EDITION; SPORT; GOLF/ENDORSEMENTS; Pg. 57

LENGTH: 500 words

Tiger Woods, winner of the last three major championships and four of the last five, has signed the richest endorsement contract in the history of sport - for \$ 100 million.

That is what it has cost Nike to retain his services to September 2006, and yesterday the president of Nike Golf, Bob Wood, said: "We are really, really happy. We have a comprehensive agreement that covers Tiger from head to toe, plus using our golf ball."

The contract is said by the American magazine Golfweek to be "far beyond anything Michael Jordan received". Quoting a source close to Nike, it went on: "This is absolutely the richest-ever sporting endorsement. Nothing has ever been close."

Not that it unduly impresses Earl Woods, Tiger's father. When his son turned professional in August 1996 the golfing world gasped when Nike paid \$ 40m for his signature. But Earl, with an eye to the future, described that sum as being only "chump change" and yesterday he was similarly guarded.

"The next contract," he said, "in 2006 will make that \$ 100 million look like a bargain. There's no doubt that Tiger is going to get better, he's far from having reached his potential. This deal reflects the growing stature of Tiger in world sports, and that is just going to continue to grow."

Woods has already won nine tournaments on the US Tour this year, the first to reach that mark since Sam Snead won 11 in 1950, and at St Andrews this year he became the youngest man ever to win a career grand slam when he won the Open by eight shots.

Prior to that he had won the 2000 US Open by 15 shots, and his first major championship, the US Masters in 1997, was won by 12 shots. Only in the US PGA of 1999, when he was chased to the line by Sergio Garcia before winning by one shot, was the slam in any danger.

He has ruled world golf in the past two years and, as Nike has discovered, such brilliance has its price. There is even scope for extending that contract because Nike, as of now, does not make golf clubs, and so that aspect of the Woods career is not covered by the current agreement. But it is anticipated that they will start, and when they do it will doubtless cost them yet more millions.

The scale of the new contract is bad news for the television companies in America who will shortly have to renegotiate their contract to cover the US Tour. The Tour organisers will be sure to capitalise on the fact that ratings soar whenever Tiger is anywhere near contention and will demand yet another huge increase, so enabling prize funds to go up yet again.

Tiger signs \$ 100m Nike contract The Irish Times September 16, 2000

That in turn could be bad news for the European Tour which is already losing many of its best players to America, after the last round of TV talks produced purses of between (pounds) 3m and (pounds) 5m sterling for many events in the US.

If that figure were to rise substantially yet again then even players like Lee Westwood, Darren Clarke and Colin Montgomerie might be tempted to play more in the States, diminishing the attraction of European events.

LOAD-DATE: September 16, 2000

LANGUAGE: ENGLISH

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The Ottawa Citizen

September 20, 2000, Wednesday, FINAL

NBC gives **Nike** ad the boot: The controversial footwear maker has once again puts its foot in its promotional mouth, Kelly Cryderman reports.

BYLINE: Kelly Cryderman

SECTION: Business; E1 / Front

LENGTH: 629 words

Known for its edgy and sometimes controversial ads, **Nike** has stirred up a tempest in the U.S. because of its new Olympic commercial featuring a chainsaw-wielding maniac chasing a scantily-clad female athlete.

NBC, the American broadcaster of the Games, has pulled the Horror ad -- part of the Why Sport? campaign -- off the air. Horror features U.S. 1,500-metre runner Suzy Hamilton being pursued through a house and dark woods by a man sporting a mask, similar to the one the Jason character wears in the Friday the 13th flicks.

Unlike most horror movies, where the killer easily catches up with the beautiful victim, even though she's in a flat-out run and he's limping along, Ms. Hamilton gets a burst of energy and easily dashes to safety as the bad guy slogs off in defeat. The line at the end of the cheeky ad concludes, "Why Sport? You'll live longer."

The network received hundreds of complaints that said the ad is misogynistic and promotes violence against women.

NBC spokeswoman Maria Battaglia says the ad was yanked because of "adverse audience reaction." The network, she says, had concerns about the ad even before it aired.

"We made it very clear to **Nike** that we were accepting the ad with a strong provision that we would monitor audience reaction," Ms. Battaglia said.

The ads will no longer run on NBC, CNBC or MSNBC, though two other ads in the Why Sport? series -- one featuring U.S. Olympic cyclist and two-time Tour de France champion Lance Armstrong performing mouth-to-mouth resuscitation on an elephant, and another that portrays a battle between a gladiator and a skateboarder -- will continue to be seen on the network. The ads were never sent to CBC, but ESPN continues to run all three of the commercials.

This is not the first time **Nike** has come into trouble with Olympic-time commercials. During the 1996 Atlanta Summer Games, **Nike** enraged some Olympic athletes with such in-your-face slogans as, "You don't win the silver, you lose the gold," and, "If you can't stand the heat, get out of Atlanta."

And **Nike** employees handed out "Just Do It U.S.A." signs in ad-free zones, putting bees in the bonnets of Olympic officials. Fans, officials worried, were giving **Nike** free exposure by flashing signs that incorporated the famous **Nike** slogan during televised events.

Scott Reames, a spokesman at **Nike's** headquarters in Beaverton, Oregon, says **Nike** has been on the vanguard of the advertising world with its edgy campaigns. He says the company expected a strong reaction from the Horror

NBC gives Nike ad the boot: The controversial footwear maker has once again puts its foot in its promotional mouth, Kelly Cryderman reports. The Ottawa Citizen September 20, 2000, Wednesday, FINAL

commercial.

"People expect that from us," Mr. Reames says. "I don't think (consumers) expect us to deliver cheesy, safe, bland advertising . . . for us to create ads with puppy dogs, flowers and cheery music. That's just not who we are."

Mr. Reames said **Nike** isn't trying to offend or make light of violence against women. "In our view, Suzy Hamilton is the victor, not the victim because of her athleticism."

And though **Nike** has fielded complaints regarding the ad, it has received compliments, too.

"One woman called and said, 'I'm a runner. This is fantastic. Thank you for not portraying us as weak and scared,' " Mr. Reames said.

Anne Hale, a marketing professor at the University of Victoria, disagrees. She said the message of a happy outcome gets lost in the slasher-film cliché, and she wondered whether **Nike** tested the ad with women. "It does reinforce (the idea) of women as victims. It's a good outcome, but the parameters are still a male aggressor and female victim. That is the stereotype that I think women, as a rule, are getting very tired of."

She said it's also inappropriate for that violent ad to be shown during the Olympics, when a lot of young children are watching.

LOAD-DATE: September 20, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: NBC says it had concerns about **Nike's** chainsaw ad even before it aired and had warned the company that audience reaction would be monitored. The ESPN cable sports network, owned by Disney, is still running the ad.; Color Photo: Suzy Hamilton, a 1,500-metre runner on the United States Olympic team, is the fleet-footed 'victim' who escapes the chainsaw-wielding Jason-like character in one of three ads **Nike** has produced for the Olympics. The chainsaw ad was pulled by NBC after viewer complaints that the ad was misogynistic and promoted violence against women.

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Calgary Herald (Alberta, Canada)

November 4, 2000 Saturday EARLY EDITION

Man United signs with Nike

BYLINE: Calgary Herald

SECTION: SPORTS, Pg. C7

LENGTH: 107 words

DATELINE: LONDON

Manchester United, the world's richest soccer club, said Friday it had signed a sponsorship and merchandising deal with sports gear giant **Nike** worth \$ 439 million Cdn.

United have won the English league title six times in the last eight years and were European champions in 1999.

The club said it would grant exclusive rights to sponsor its gear, manufacture and sell its merchandise and operate the club's existing retail operations.

The agreement starts in August 2002 when the club's current sponsorship contract with Umbro expires and will run for 13 years.

Nike will have the option to end the arrangements in 2008.

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

TYPE: Business; Sports

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COMPUTERWORLD

Computerworld

July 10, 2000

Nike Web Hijacking Sparks Finger-Pointing; Company trades blame with NSI and host

BYLINE: Ann Harrison**SECTION:** NEWS - EARLY; Pg. 21**LENGTH:** 605 words

The hijacking of **Nike** Inc.'s Web site last month has sparked an international argument over whether the footwear company or Internet domain-name registrar Network Solutions Inc. (NSI) should bear responsibility for the temporary theft of www.nike.com.

On June 21, a group calling itself S-11 redirected traffic from www.nike.com to servers at a Web hosting company in a slap at both **Nike** and the World Economic Forum. Now, the hosting firm is threatening legal action against **Nike**. Greg Lloyd Smith, director of FirstNet Online (Management) Ltd. in Edinburgh, said the wayward **Nike** traffic swamped his company's Web servers and impaired service to its real customers. After unsuccessfully trying to bill **Nike** for use of his company's servers, Smith said he's preparing to sue the Beaverton, Ore.-based company for neglecting to secure its Internet domain.

Blame-Shifting

Nike, in turn, said responsibility lies with NSI in Herndon, Va. Changes to the status of **Nike's** domain name are supposed to be made only via NSI's security system, said **Nike** spokesman Corby Casler. But NSI allowed S-11's spoofed e-mail to change **Nike's** registry without requiring a password, she claimed.

Casler added that **Nike** has locked down any further changes to its registration information at NSI. **Nike** is also working with the FBI and local police in Oregon "to see exactly what happened and who is liable," she said.

Smith disputed the claim by **Nike** that it had access to the Crypt-PW encryption system through NSI, and he charged that the footwear maker subscribed to a level of security that lets changes to its information be made from an approved e-mail address. "A responsible company would not deny the fact that their domain was stolen because they did not have satisfactory security in place," Smith said via e-mail.

However, Casler insisted that Smith's claims are inaccurate and said **Nike** doesn't consider itself liable for the unintended usage of FirstNet's Web servers. Smith "did try to bill us for it, and our response is we are both victims and the real problem is [with] whoever it was who hacked into the system," Casler said.

Smith got into a legal battle with Amazon.com Inc. last year after the company won an injunction against him for using the Amazon.gr domain name in Greece in an alleged attempt to coerce a partnership. But Smith rejected any suggestion of complicity against **Nike**. "Our involvement was as an injured party," he said.

NSI, which declined to comment on the circumstances surrounding the **Nike** domain theft, has been criticized for similar thefts, including the heist of 1,300 domains from New York-based Internet.com in May. Alan Meckler, chairman and CEO of Internet.com, said NSI told his company that its information had been changed by forged documents sent via fax.

NSI officials "deny that it's their fault," Meckler said. "But the fact is that if you pay [NSI], you are presuming that in the morning the last thing you have to worry about is whether you own your domains."

But Connie Ellerbach, a partner at Fenwick and West, a law firm in Palo Alto, Calif., said past case law indicates that NSI wouldn't be liable for the theft because it's merely a conduit for domains and takes no responsibility for their validity or for changes in domain-name registrations. A recent domain theft suit brought against NSI by Sex.com was settled in favor of the registrar, she said.

Ellerbach added, though, that it would also be difficult for FirstNet to prove that **Nike** was negligent. "How is **Nike** going to police registration of a domain and keep them from spoofing or fooling NSI?" w

LOAD-DATE: July 11, 2000

LANGUAGE: ENGLISH

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Manchester Evening News

October 18, 2000

Umbro may sue Reds for tens of millions'

BYLINE: CHRIS BARRY**SECTION:** BUSINESS; Pg. 4**LENGTH:** 434 words

MANCHESTER United could be sued by sportswear manufacturer Umbro over revelations that the Reds have agreed a record-breaking kit deal with US giant **Nike**. Legal experts believe Umbro have the potential for a substantial claim for damages against United, running into tens of millions of pounds.

Bosses at Umbro, which recently moved from Wythenshawe to Cheadle, have retained a dignified silence since news of the **Nike** deal emerged. But, privately, they are furious that it became public knowledge with almost two years remaining on their deal with the Premier League champions.

Umbro fears that sales of replica United shirts between now and the end of next season - when its contract expires - will be seriously damaged. United confirmed in a short statement to the Stock Exchange late last month that it was in negotiations with a major sportswear manufacturer" after the media got wind of the deal.

An announcement had been expected two weeks ago, when United posted its annual results, but it is understood **Nike** were not ready to complete the deal. Today Umbro was remaining tight-lipped on its plans.

Head of marketing Martin Prothero said he was unable to confirm or deny" that the company, which also supplies the England kit to the Football Association, had taken legal advice. We are in constant discussions with Manchester United. The nature of these discussions are confidential," Mr Prothero said.

News of the **Nike** deal came as a bitter blow to Umbro which has had strong links with Manchester United over many years. Reds chief executive Peter Kenyon and group marketing director Peter Draper both joined the club from Umbro's ranks.

Mr Kenyon was today not immediately available for comment. **Nike**, which sponsors the likes of golf superstar Tiger Woods, seems determined to strike a deal with Manchester United.

The world's richest soccer club is also arguably the leading global sports brand. The reported deal with **Nike** is expected to be worth a staggering GBP 20m a year over 15 years.

The previous record sponsorship deal also involved **Nike**, and was GBP 65m for a 10-year link up with the Brazilian football association. Sports lawyer Lee Brierley, a partner at law firm DLA in Manchester said: Normally, these contracts have a clause in them which prevents the football club from announcing a new supplier until before the end of the contract. Umbro will be looking at their contract and will have to prove that they suffered a loss in sales and profits."

Umbro may sue Reds for tens of millions' Manchester Evening News October 18, 2000

Reds' global mission: Page 9

LOAD-DATE: May 11, 2001

LANGUAGE: English

GRAPHIC: United's Peter Kenyon

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The Sun Herald (Sydney, Australia)

May 7, 2000 Sunday
Late Edition

The colours of money

BYLINE: HOLLY BYRNES

SECTION: NEWS; Pg. 33

LENGTH: 323 words

THE business of sport is costing football fans a small fortune.

Since multinational sportswear labels **Nike**, Puma and adidas stitched up endorsement deals with clubs from all codes, fans have been left to pay a higher price to dress like their heroes.

Supporters of rugby league, Australian rules, rugby union and soccer can expect to pay up to \$150 for a jersey in their team's colours.

Tony Kaye, owner of the Rugby League Megastore, Darlinghurst, which carries official merchandise for league, union and AFL, says the price of supporters' gear has risen in line with the explosion in player payments and American-style marketing of our

games.

Global brands such as **Nike** and Reebok have outbid local manufacturers for exclusive rights to sell official merchandise of the AFL and NRL.

Mr Kaye said: "They are paying big licensing fees and it's out of the reach of most Australian companies to compete.

"Accordingly, because the money is so big, it's got to come from somewhere and it's usually the fan who pays."

Sportswear sales assistant Scott Daly said: "While clubs are paying players \$600,000 the league has to make its money somehow."

But Mr Daly, who worked in the buying program of rugby league merchandise for Grace Bros for two years, said garment quality had risen with the prices.

Parents decking out their children in their favourite team's colours won't get much change from \$100, including a replica kids-size jumper selling for about \$75, shorts \$18 and socks \$8.

NRL fans have been hit hardest, with prices varying from \$129 to \$149 depending on the endorsement deals each club has with a sportswear manufacturer.

NSW and Queensland State of Origin jerseys cost less under a deal struck by the Australian Rugby League.

While the NRL is believed to take a licensing fee of about 20 per cent from each official item sold, the ARL takes a smaller fee, keeping prices for adult jerseys below \$100.

RUGBY \$100

RULES \$95

LEAGUE \$139

SOCCER \$115

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: JUMPERS FOR JOY: Bronte Klimcke-Misfud (Brumbies), David Feldman (Swans), Alexandra Popper (Eels) and James Wooley (Northern Spirit). Picture: DANIELLE SMITH

PUBLICATION-TYPE: Newspaper

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The Ottawa Citizen

June 28, 2000, Wednesday, EARLY

Nike has competition covered

BYLINE: David Powell**SECTION:** Sports; B5**LENGTH:** 413 words**DATELINE:** LONDON

LONDON -- An English designer has developed a full-length sprinter's body suit that could make it harder for British and Canadian athletes to win in the 2000 Olympic Games.

The Swift Suit, which was used for the first time in competition last weekend by U.S. track star Marion Jones, raises the prospect of a hooded army of runners marching on the Olympics in Sydney in September.

Eddie Harber, 33, a Londoner with a degree in fashion from East London University, has been working since 1997 on a suit that its manufacturer, **Nike**, claims offers unparalleled benefits by managing muscle temperature and reducing drag.

The suit, which has been cleared for use by the International Amateur Athletic Federation, will be available to national teams at the Olympics, but only those sponsored by **Nike**. The Canadian and Great Britain teams are sponsored by Adidas.

The U.S. and Australia teams are sponsored by **Nike**, and, if the suit proves effective, competitors will find it even harder to beat American Maurice Greene, the world-record holder in the 100 metres. The world's second-fastest sprint hurdler behind Britain's Colin Jackson is Allen Johnson, another potential hooded hero from the U.S., and the favourite in the women's 400 metres is Cathy Freeman, from Australia.

Jones, the reigning women's world champion in the 100 metres, gave the suit its first public test in the Prefontaine Classic at Eugene, Oregon.

Warm muscles are essential to sprinting. **Nike** says the suit manages muscle temperature by using darker colours on certain body zones to absorb radiant heat from the sun.

Drag reduction, the manufacturer says, has been achieved by using differently textured fabrics, the effect of which is said to be similar to that of dimples on a golf ball.

Why the hoods?

"Hair is a very unaerodynamic surface," Harber said. "We measured and compared hair styles in the wind tunnel and put hoods over them. There was nearly a pound more drag with a large wig versus the hood. Shaved heads aren't bad, but we can engineer textiles that are more aerodynamic than the skin."

The potential benefit is seen as less than that gained by the controversial Fastskin suit that many swimmers will wear

when the Olympics begin on Sept. 15. Although the Fastskin suit counts as equipment because it is a performance aid, the Swift Suit is being regarded as mere apparel. The latter suit will not be on sale, but has been valued at about \$1,800 Cdn.

LOAD-DATE: June 28, 2000

LANGUAGE: ENGLISH

GRAPHIC: P Black & White Photo: John Klicker, The Associated Press / Gina Dewitt, an 800-metre runner from the United States, demonstrates the Swift Suit by **Nike**. The outfit is designed to manage muscle temperatures and reduce wind drag.

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USA TODAY

November 13, 2000, Monday, FINAL EDITION

Protests let air out of Nike ads Sneaker maker hits 'rough patch' as more consumers voice complaints via e-mail

BYLINE: Michael McCarthy

SECTION: MONEY; Pg. 6B

LENGTH: 613 words

Just pull it.

That could be **Nike's** slogan as the sneaker giant pulls controversial ads to fend off protests.

Nike has always been a controversial marketer. From its edgy ads to its ambush marketing of the Olympic Games, **Nike** has cultivated an image as a bad boy of the marketing world.

But the swoosh has come under attack recently: **Nike** has yanked two ads deemed offensive by consumers and is battling a lawsuit over another.

And the company's recent trials should be a lesson to other marketers on how consumers can turn the speed of the Web against Corporate America via e-mail campaigns.

"Consumers are becoming very vocal. Before, they had to go through channels. Now, the Internet gives accessibility they've never had before," says consumer trends analyst Tom Julian of Fallon Worldwide.

"We've certainly hit a rough patch," **Nike** spokesman Scott Reames says. "They say bad things come in threes. From a PR standpoint, we're hoping these are the three." **Nike's** recent stumbles with consumers:

* **Nike** pulled a print ad for Air Dri Goat running shoes after an uproar that the ad insults people with disabilities. The parody ad says the shoe prevents runners from slamming into trees and becoming "a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the earth in a motorized wheelchair with my name embossed on one of those cute little license

Protests let air out of Nike ads Sneaker maker hits 'rough patch' as more consumers voice complaints via e-mail USA
TODAY November 13, 2000, Monday,

plates you get at carnivals or state fairs fastened to the back."

Nike posted a public apology on its Web site. "There's nothing funny about this ad. It should have been stopped," Reames says.

Dan Wieden, head of **Nike** ad agency Wieden Kennedy, says: "We have stepped over the line with this advertisement, and there is no excuse for it. We have hurt a group of people for whom we have enormous admiration. These are men and women who demonstrate more courage in a single day than most of us will in our lifetime."

That controversy also showed the Web's power as a protest tool. **Nike** went from zero to 172 e-mail complaints in a weekend. "The explosion of the Internet means people can mobilize quickly," Reames says.

* NBC dumped **Nike's** "chain saw" movie parody, starring Olympic sprinter Suzy Hamilton, after complaints. Hamilton told the press in Sydney, Australia: "We didn't want to make people uncomfortable. We wanted to make people laugh. I'd do the ad again."

* **Nike** is being sued by singer Billy Paul for using the song *Me and Mrs. Jones* in a recent spot starring Olympic superstar Marion Jones. Paul alleges **Nike** and Wieden & Kennedy used it without consent and seeks \$ 1 million in damages. **Nike** denies the claims.

Some argue **Nike** has been asking for it with in-your-face ads. "**Nike** has been bothering people for a long time. But it's never reached a point where they had to pull stuff," creative development expert Michael Markowitz says.

Nike is not alone. Consumers have gone after ads from companies as diverse as Campbell Soup and FedEx to Taco Bell and Benetton. The rising tide of consumer beefs could have a chilling effect on the ad industry.

The result, marketing experts warn, could be "invisible advertising" -- ads that don't offend but don't grab attention and sell, either.

"It's a doom loop," says Ken Harris of marketing consultants Cannondale Associates. "Marketers have to try to break through with risky ads. But consumers have more ways of fighting back than ever before."

What's next for **Nike**? "We'll take risks but smarter risks," Reames says. "If we see there's a potential for controversy, we'll ask if it's a controversy we're ready to deal with."

LOAD-DATE: November 13, 2000

LANGUAGE: ENGLISH

Protests let air out of Nike ads Sneaker maker hits 'rough patch' as more consumers voice complaints via e-mail USA
TODAY November 13, 2000, Monday,

GRAPHIC: PHOTOS, B/W (2); **Nike** troubles: Some recent **Nike** ads, such as a horror movie parody starring Olympic athlete Suzy Hamilton, left, have irked some consumers. And singer Billy Paul says the sneaker giant illegally used his song in an ad featuring runner Marion Jones, below.

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The New York Times

March 13, 2000, Monday, Late Edition - Final

E-Commerce Report; Web merchants are incorporating audio and video features on their sites to keep buyers' attention.

BYLINE: By Bob Tedeschi**SECTION:** Section C; Page 12; Column 1; Business/Financial Desk**LENGTH:** 1231 words

IN their early incarnations, Internet retailers were chided for spending more time creating pretty and entertaining sites than actually delivering quality products, on time, to the right place. Duly chastened, they spent 1999 building stronger fulfillment and customer service systems.

Now that those systems are mainly in place, many Web merchants are devoting an increasing amount of time and money to implementing audio and video features -- hoping to provide so entertaining an experience that users will stay glued to the computer, credit cards at the ready.

These companies are taking advantage of faster connection speeds and better technologies from audio and video providers to feed users a multimedia experience that would have choked their computers as recently as a year ago. But while technology is making it easier for sites to create that experience, retailers are still grappling with hard questions about how much media to mix with their commerce.

"There's a very fine line between offering an entertaining interactive experience and alienating people who aren't as tech savvy or who may not have the connection speed to make it work well," said Ian Yolles, vice president of **Nike.com**. "It's a very delicate balance."

Nike's audio and video efforts have been steadily building since the site's official rollout last summer. Now **Nike.com** includes several multimedia programs, the most notable example being the company's "Cliffhanger" promotion that worked in conjunction with **Nike** television ads. The ads showed famous athletes involved in chase scenes, and directed viewers to a **Nike** Web site to see various endings of the scenes.

Mr. Yolles said the campaign was somewhat risky because it required "a certain amount of technical sophistication" on the part of the users, including the most up-to-date software for viewing Internet multimedia presentations. "And the higher the bandwidth, the better the performance," he said.

"But we're interested in the younger consumer," Mr. Yolles said, noting that those types of consumers are more apt to have both high-speed connections -- as do most college students -- and the newest software. "So we really hit that sweet spot."

On the strength of that and other multimedia presentations, Mr. Yolles said **Nike's** traffic to the site increased 50 percent in January over the previous month, "and we expect the same in February." Mr. Yolles declined to cite sales figures, but said "the risk really paid off for us."

E-Commerce Report; Web merchants are incorporating audio and video features on their sites to keep buyers' attention.
The New York Times March 13, 2000, Monday, Late Edition - Final

According to Elaine Rubin, an e-commerce consultant and chairwoman of Shop .org, an industry trade group, "users are going to see a lot more of this type of thing in the future," as Web sites try to emulate the store environments made popular by Barnes & Noble and NoodleKidoodle, a toy store "where you take the kids when there's nothing to do, and oh, by the way, buy four or five things while you're there."

Ms. Rubin said that on the simplest level, e-commerce sites were starting to include background music, just as stores do. Barnes & Noble's online store (www.bn.com), for instance, recently rolled out its "BN Radio" feature, enabling users to listen to a selection of background music while browsing. Notably, the feature allows users to continue listening as they surf other sites, since the audio technology, made by RealNetworks, streams music in the background of the Web browser's software.

"We also see extending this to other areas," said Daniel Blackman, vice president of music, video and software for Barnesandnoble.com. "People could listen to a tax expert give advice while they are looking at tax software."

Since a "buy" button displays the artist or speaker featured in the audio, Mr. Blackman said, "It not only extends our brand, but it's a fantastic way to capitalize on the impulse buy."

Such virtues aside, Ms. Rubin said e-commerce sites must approach multimedia with caution. "Sites that are doing this have been careful, as they ought to be, to put audio and video in parts of their site where users can choose to use it or avoid it if they just want to shop," Ms. Rubin said. "Otherwise you'll lose them."

One site giving users that choice is Victoria's Secret (www.victoriasecret.com), which analysts say is at least partly responsible for the growing interest in multimedia entertainment in e-commerce. The company's online fashion show in February 1999 attracted such a swarm of visitors that some users were not able to access the site at the time. And even though viewers were not given the chance to purchase lingerie directly from the fashion show, traffic to the site remained high for weeks following the Webcast, as did sales.

Ken Weil, vice president of new media for Victoria's Secret, said the company would hold another online fashion show in May, and planned to let visitors purchase the clothing being modeled as the show proceeded. Meanwhile, he said, the site's Glam Lounge currently offers visitors a selection of multimedia presentations that changes regularly; this month's feature is a behind-the-scenes video of models during a photo shoot.

Other e-commerce executives note the power of multimedia. Matt Hyde, vice president of online sales for Recreational Equipment Inc. (www.rei.com), acknowledged that in recent multimedia tests "most people, when given the option, chose to look at nonmultimedia." And yet, those who did choose to view video product presentations bought "significantly more" than those who did not view the video, he said. "So we're still figuring out how to do it so there's a real benefit to the customer."

As are many others. Companies like AudioBase, RealNetworks and Yahoo Broadcast (formerly Broadcast.com), all of which provide Internet multimedia services, have seen a recent surge in interest from e-commerce companies. AudioBase, which sells audio services to sites including those of Nickelodeon and Starwood Hotels and Resorts Worldwide Inc., charges between \$750 and \$27,500 a month, depending on the total number of hours of music use.

RealNetworks, which provides multimedia services for Gap and Holland America Line, charges \$3,000 a month to start, with rates increasing "drastically from there, with more customization," according to a spokeswoman.

Yahoo Broadcast, which conducted the Victoria's Secret fashion show, as well as a Webcast of a Cranberries concert on Ford Motor's site, charges between \$7,500 and \$100,000, depending on the extent of production assistance required.

For retailers with their roots in merchandising, not media, expenditures like that may be difficult to swallow. But according to at least one e-commerce executive, retailers should prepare themselves for a new online environment. Chris Edgar, chief operating officer of Delia's Inc. (www.delias.com), a retail and catalog company geared toward girls

E-Commerce Report; Web merchants are incorporating audio and video features on their sites to keep buyers' attention.
The New York Times March 13, 2000, Monday, Late Edition - Final

and young women, is trying to gauge the extent to which his company's Web site will include multimedia entertainment in the future.

"The battle cry of making shopping fun again requires retailers to do it," Mr. Edgar said. "And we recognize we have to run our merchandizing business like a media business."

Still, "you have to be careful not to tell consumers the reason they should buy something is that they can see someone famous on the site," he said. "Successful marketing of a product still ultimately relies on the quality of the product."

<http://www.nytimes.com>

LOAD-DATE: March 13, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo: Daniel Blackman, vice president for music, video and software at Barnesandnoble.com, says that the growth of audio and video features on the Internet retailer's Web page "not only extends our brand, but it's a fantastic way to capitalize on the impulse buy." (Chang W. Lee/The New York Times)

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Sydney Morning Herald (Australia)

August 15, 2000 Tuesday
Late Edition

Official sponsors `ambushed' by smart marketing; OLYMPICS 31 DAYS TO GO

BYLINE: Andrew Hornery, Marketing Writer

SECTION: NEWS AND FEATURES; Pg. 7

LENGTH: 426 words

In advertising circles they call it "ambush marketing" but in the boardrooms of Qantas and adidas it's all about being smarter.

Much to the annoyance of official sponsors Ansett and **Nike**, shrewd marketing by Qantas and adidas has resulted in the average Australian incorrectly naming the companies as official supporters of the Games.

A survey of 1,000 people living in capital cities conducted in June and July by Melbourne-based Sweeney Research found that adidas ranked seventh and Qantas eighth among the top 10 most-recognised Olympic sponsors.

Official sponsor Ansett ranked third and **Nike** sixth, while Telstra topped the list ahead of equal second-place getters AMP and McDonald's. Westpac came in fourth, Coca-Cola fifth, Visa ninth and Channel 7 10th.

"Both Ansett and Qantas are enjoying the benefits of being associated with the Olympics but only Ansett had to pay the huge sum to be a sponsor," a Sydney-based sponsorship consultant, Ms Kim Skildum-Reid, said.

"I think a lot of sponsors have missed an opportunity and wasted a lot of money becoming sponsors. Qantas is always going to kick Ansett's arse because the company is a natural ambusher. They have the right positioning, being the Australian airline ... even their tagline, the Spirit of Australia, is in line with the Games's Share the Spirit."

Qantas, which had sponsored the Olympics for 40 years but ended its association after the Atlanta Games, has spent the interim signing up high-profile Olympic athletes, including Cathy Freeman and Ian Thorpe.

In recent weeks, giant billboards featuring the likes of Freeman under the Qantas logo and Spirit of Australia slogan have been going up around Sydney.

Similarly, adidas has successfully aligned itself with the Games through sponsorship of Ian Thorpe and the controversial swimsuit that created headlines earlier in the year.

International Olympic Committee rules prohibit non-sponsors associating themselves with Olympics and Olympians during the Games. Qantas has assured the Australian Olympic Committee that its billboards will come down before the Sydney opening ceremony.

An Ansett spokesman said the airline had met its objectives from its estimated \$50 million Olympic sponsorship, which

Official sponsors `ambushed' by smart marketing; OLYMPICS 31 DAYS TO GO Sydney Morning Herald (Australia)
August 15, 2000 Tuesday

he claimed did not include public awareness.

"We've been very successful in using it as an incentive to win and retain major accounts with many of our larger corporate customers," he said.

"It has also helped boost staff morale significantly. We would have been naive to think we could wipe 40 years' association Qantas has had with the Olympics."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The New York Post

October 25, 2000, Wednesday

REEBOK'S BIG PLAY ; IN TALKS WITH NFL FOR LICENSING DEAL

BYLINE: RICHARD WILNER**SECTION:** All Editions; Pg. 061**LENGTH:** 468 words

Reebok International is in talks with the NFL over a blockbuster apparel rights deal, The Post has learned.

The talks center on a possible exclusive apparel license for Reebok, including all authentic game uniforms, sideline apparel and replica jerseys, said people familiar with the talks.

The NFL sold \$1.8 billion worth of licensed apparel last year, industry figures show. A deal with the mighty NFL can lift Reebok - the No. 3 U.S. sneaker brand, with \$2.9 billion in sales last year - out of a years-long slump.

While the NFL and Reebok refused to comment on any possible ongoing talks, whispers surrounding the negotiations say the two sides are also swapping proposals about the NFL getting stock or stock options in Reebok.

"We are currently evaluating all our options as they relate to our consumer products business," an NFL spokesman told The Post. "We are not going to comment on specific plans."

Getting equity in a licensee, which would be a first for the NFL, highlights the league's innovative thinking and team owners' never-ending search for increased revenues. It also points up the stagnant nature of the licensing business.

The league's current apparel licensing deals - with **Nike**, Puma and Adidas - expire at the end of the season. Any Reebok deal will begin with the 2001 season.

Reebok's occupation of the inside track on the NFL deal is the third piece of evidence that the long-suffering sneaker and apparel company may finally be ready to climb off the canvas.

The Canton, Mass.-based outfit got some marketing mileage by aligning its brand with the highly successful CBS program "Survivor." Reebok is also getting high marks from retailers on its latest sneaker collection.

This has to be good news for Reebok shareholders who have seen their stock drop 80 percent since December 1994. In 1994, Reebok's market share was in the mid-20s and trailed **Nike** by just a few percentage points. Today, Reebok owns just 12 percent of the U.S. sneaker business, while **Nike's** slice has more than 40 percent.

Ironically, it was **Nike's** ego that re-opened the NFL licensing door for Reebok.

Nike had hoped to take over the entire NFL licensing game, but its offer to the NFL was said to be "insultingly low," sources told The Post. **Nike** believed it was the only game in town, a person familiar with the talks said.

Instead of rushing at the **Nike** offer, the NFL pivoted to Reebok. But don't expect Puma and Adidas to simply roll over.

REEBOK'S BIG PLAY ; IN TALKS WITH NFL FOR LICENSING DEAL The New York Post October 25, 2000,
Wednesday

Both companies are still in the picture, although Reebok is in the driver's seat, people say.

LOAD-DATE: October 25, 2000

LANGUAGE: ENGLISH

GRAPHIC: DRESS FOR SUCCESS: Jets fans may sport Reebok apparel if a deal with the NFL goes through. The NFL's \$1.8 billion worth of licensed apparel sold last year would be a huge boon for the No. 3 sneaker brand. N.Y. Post: Bob Olen

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The Globe and Mail (Canada)

June 30, 2000 Friday

United States

SECTION: REPORT ON BUSINESS: THE WALL STREET JOURNAL; WHAT'S NEWS; Pg. B9

LENGTH: 121 words

Nike Inc. said its fiscal fourth-quarter profit rose nearly 34 per cent as it improved gross profit margins and saw a general recovery in its overseas markets despite some pressure from a strong U.S. dollar. For the period ended May 31, the sportswear concern reported a final profit of \$126-million (U.S.) or 46 cents a diluted share, matching analysts' consensus estimate as tallied by First Call/Thomson Financial. Revenue grew 4.1 per cent to \$2.27-billion. Revenue for other **Nike** brands, including its Bauer hockey line and Cole Haan, rose 3 per cent to \$103-million. It released the results after the market closed at 4 p.m. yesterday, when its shares were up 50 cents at \$39.56 in New York Stock Exchange composite trading.

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LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Australian

September 27, 2000, Wednesday

A bodysuit blow to rivals

BYLINE: Michael McGuire**SECTION:** SPORT; Pg. 5**LENGTH:** 561 words

CATHY Freeman's decision to race in full bodysuit was a psychological masterstroke, her coach Peter Fortune said yesterday, while the suit's maker will see it as a face-saver and a huge commercial bonus.

Freeman had worn the regulation team-issue two-piece outfit during the opening three rounds of her 400m, before changing into the **Nike** bodysuit for the final.

"I thought it was a bit of a masterstroke, the suit," Fortune said. "From my point of view she looked special down there. Everyone else was boom, boom, boom -- and then there was the phantom in lane six."

It took **Nike** marketing executives only 15 minutes to begin capitalising on Freeman's success.

Within three hours of her win, 220 **Nike** billboards around Sydney had been changed to reflect Freeman's gold medal performance.

"Cathy Freeman, official sponsor of joy to the Sydney 2000 Olympics," the new posters declared across a photo of a triumphant Freeman.

Nike national advertising manager Nick Lewis said he had received a call from billboard company Adshel 15 minutes after the 400m Olympic final informing him the Freeman posters had been changed over at sites closest to Olympic Park. The photograph used in the posters was taken months ago in anticipation of Freeman winning gold.

After rumours of discontent within **Nike** when star US sprinter Marion Jones chose not to wear her bodysuit during her 100m final on Saturday night, and the subsequent drugs scandal over Jones's husband CJ Hunter, Freeman's victory brought the sportswear company much-needed kudos.

Nike has spent tens of millions of dollars and many years developing the suit, so to have it left in the locker room at the main event would have been an embarrassment. It has so far failed to win over the athletic community in the way the neck-to-ankle equivalent in swimming has, although **Nike** will be counting on the Freeman endorsement to change perceptions.

"I actually believe in the product," Freeman said yesterday. "I actually believe in the **Nike** Swiftsuit. I just thought it would be an advantage to my performance."

The suit is designed to give the runner an aerodynamic edge.

It is made up of five different fabrics, which are designed for different parts of the body, which move at different

speeds during a race.

Freeman first used it in race conditions in appalling weather at the August meeting in Gateshead and was reportedly pleased with the feel and performance.

Nike spokeswoman Kathryn Reith said yesterday Freeman's decision to wear the suit was her own. Reith also said **Nike** expected the suit to become regular running equipment in the future, but that it needed a pioneer to show how it worked. She denied that Freeman had been offered any financial inducement to wear the suit on Monday night.

Nike was not the only sponsor delighted with Freeman breaking convention. Qantas would have been delighted with Freeman's subliminal plug for the airline at a press conference on Monday night.

"All I know is that I've made a lot of people happy from all kinds of backgrounds who call Australia home and I'm happy."

It's a variation on the I Still Call Australia Home theme, which Qantas has used for years in its television commercials and one that has obviously sunk into the Freeman psyche.

Freeman is expected to don the suit again during the 200m, which starts today.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Australian

September 27, 2000, Wednesday

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BYLINE: Michael McGuire**SECTION:** SPORT; Pg. 5**LENGTH:** 561 words

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The New York Post

February 10, 2000, Thursday

THE COMEBACK KITTY; PUMA'S CLAWING ITS WAY UP AS NIKE SLIPS

BYLINE: EVELYN NUSSENBAUM

SECTION: All Editions; Pg. 038

LENGTH: 503 words

While **Nike** stock plunged for a second day on earnings worries, smaller rival Puma went the other way -- it jumped 7 percent, after the German athletic wear maker said 1999 earnings more than doubled.

Puma shares closed at \$15.88, up 50 cents.

Puma also said its order backlog, an indicator of future sales, soared 40 percent.

Puma appears to be shaking off the prolonged slump that is gripping most of the athletic wear industry.

Its stock soared 49 percent last year; it opened a flagship store in Los Angeles, and the company is considering another one in New York City, and analysts say more retailers are adding its products all the time.

The company has plenty of buzz, too, thanks to the recent launch of Christy Turlington's yoga wear line and the red-hot career of Puma spokesperson Serena Williams. Boxer Oscar De La Hoya is also an endorser of Puma.

Why does Puma look so hot when **Nike** appears to be cooling?

Buzz is part of it.

Analysts say teenagers, who buy most of the athletic shoes and apparel, see Puma's clothing as more of a fashion statement than something to play basketball in.

"There's not a lot of new technology right now, so fashion has become even more important," said retail consultant Alison Boswell. "And right now kids are drawn to these kind of cleaner retro looks."

Boswell says Puma has also been persuading increasing numbers of athletic chains, specialty and department stores to carry its products in the last year.

But Puma is also benefiting in comparison to **Nike** because of its relatively low market share and its status as a comeback kid.

Just two years ago, Puma was struggling itself and had virtually disappeared from the U.S. market.

And all of its growth has bought it just about 1 percent of the U.S. market for athletic wear -- so there is plenty of room for increases.

THE COMEBACK KITTY; PUMA'S CLAWING ITS WAY UP AS NIKE SLIPS The New York Post February 10,
2000, Thursday

Nike, by contrast, has 43 percent of the market here, and analysts say it could be close to saturation.

Meanwhile, **Nike** lost another \$3.25 to \$33.75 yesterday, bringing its two day loss to \$10.75.

Tuesday's \$7.50 loss was its biggest one-day drop in 17 years.

Nike shocked investors when it said 1999 earnings would fall short of Wall Street's expectations.

The Oregon-based company blamed store closings at the Foot Locker chain and the bankruptcy of Just for Feet for its troubles.

A slew of analyst downgrades followed.

But there are still some faithful, who point out that **Nike** is still growing -- and they expect profit growth in the mid-teens for 2,000.

Early word on **Nike's** fall fashions is good, and its women's fashions, which are about 20 percent of its business and growing, are selling well.

John Shanley of First Security Van Kasper is one of the believers. He raised his rating on the stock and gave it a 12 month price target of \$60.

LOAD-DATE: February 10, 2000

LANGUAGE: ENGLISH

GRAPHIC: SLINKY: Supermodel Christy Turlington's line of yoga-inspired activewear is helping Puma gain ground.

JOHN BARRETT

OSCAR DE LA HOYA Endorses Puma. Aubrey Reuben

SERENA WILLIAMS On board.

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Sunday Times (London)

January 9, 2000, Sunday

Toxin found in Nike football shirts

BYLINE: Edward Simpkins

SECTION: Overseas news

LENGTH: 312 words

THE sporting goods manufacturer **Nike** admitted last night that football shirts and replica kits worn by thousands of children in Britain contain a toxin identified in German soccer shirts. But the company, which has launched urgent tests of all its sports shirts, denied there was any danger to the public.

Laboratory tests carried out by a German television channel this week found that shirts worn by the football team Borussia Dortmund, manufactured by **Nike** in Britain, contained trace levels of TBT.

Three German department store chains have withdrawn the yellow and black shirts.

In industrial use TBT is used on the underside of ships' hulls to keep them clean. It is also an anti-bacterial and anti-fungal agent used in some textiles. High levels of exposure can cause neurological problems, damage the immune system, cause breathing difficulties, skin irritation and birth defects.

Nike last night said it had carried out its own tests, which confirmed low levels of TBT were present, but in such low levels as to pose no health risk.

The company said: "We are treating this really seriously, but the levels are so low there is no cause for concern." It was puzzled how TBT came to be in the shirts, as it was not used at any stage in production.

Nike, which produces shirts for Arsenal and Glasgow Rangers, has contacted the clubs to reassure them there is no danger.

British and Dutch marine biologists have shown that TBT can cause mutations in marine snails, and there have been calls for its global ban.

However, Professor Michael Braungart of the Environmental Protection Encouragement Agency, based in Hamburg, said: "At no time has there been any risk from wearing a **Nike** shirt. In seafood, for instance in clams from the North Sea, the contamination of TBT is up to 10 to 20 times higher than in the sports shirt."

LOAD-DATE: January 10, 2000

LANGUAGE: ENGLISH

566 of 1000 DOCUMENTS

San Ramon Valley Times (California)

October 9, 2000 Monday FINAL EDITION

LETTERS FROM OUR READERS

SECTION: OPINION; Pg. A17**LENGTH:** 1150 words

Olympics 'horror' ad repulsive

As a parent, grandparent and community pediatrician, I am very sensitive to violence-loaded programming that is shamelessly doled out to us and our children.

In the midst of enjoying the opening ceremonies of the Sydney Olympics, I was shocked and then repulsed by the "horror" commercial promoting the **Nike** Corp. This comes just at a time when media violence is again being studied by Congress. NBC and ESPN deserve credit for withdrawing the commercial.

Nike Inc. is a corporate giant, a major Olympic sponsor. **Nike** advertisements have been recognized with Clio awards and even an Emmy. We know their commercial messages can be more creative. Yet **Nike** chose to present a horror style film clip against the backdrop of the Olympics our modern day attempt to promote global peace and unity and harmony.

It did this to millions of viewers. How many of those viewers are impressionable young men? How many young women were unnerved seeing the "horror" commercial? Surely the corporate leaders of **Nike** can wield their influence in a more constructive and influential manner. Public concern about violence in the media is not a coincidence.

This violent commercial detracts from **Nike's** promotions for a healthy life style. Marketing and advertising boost name recognition. We all recognize the **Nike** swoosh. But with ads like "horror," the swoosh may now repel conscience-minded consumers.

Thomas F. Long, M.D.

San Ramon

Ad empowers women

I completely disagree with the column Ellen Goodman wrote Sept. 26 regarding the **Nike** advertisement titled "Horror." I thought the ad was great.

It was so nice to see a woman empowering herself for a change. How many movies, books and magazines are out there that depict women as victims? A lot! The mistake **Nike** made was broadcasting the advertisement in prime time, when children are awake. They should have broadcast it later in the evening.

I believe that being strong and in condition saved my life not once, but twice. I lived in Pleasanton in the early '90s, and was attacked on two different occasions in broad daylight. Both times the saving grace was my ability to fight off my attacker, and then outrun him. The unfortunate truth is that there are sick people in the world, and those people take advantage of the weak, and victimize them.

Nike created a strong woman who fended off her attacker. She refused to be a victim, and she won. I found myself at first very upset by the ad, but as it went along I was cheering that the runner got away. I explained the ad to my children, as any parent should have done. Even my children understood the concept "Why run? It could save your life."

Becoming a victim can happen to anyone no matter where you live. **Nike** sent a very strong message in that commercial, and I hope it empowers more women and children to fight back.

Phyllis Combs

San Ramon

Broken heart

"Dismayed" doesn't describe this horsewoman's feelings. "Heart-broken" does.

Your article "Horsemen Dismayed Over Demolished Arena" (San Ramon Valley Times, September 28) missed a key point. While the site of the former Double D arena is currently the battleground between the Danville Junior Horsemen and the Humphrey family over who has ownership rights, the demolition of the arena is not just about court documents and dueling attorneys as your article described. At least, not to this horsewoman.

Before it was reduced to a pile of dirt, the arena was a small sanctuary for generations of adolescent horse lovers, including me. While I attended Los Cerros and later Monte Vista, the arena was where I learned those lessons I never learned in school discipline, sportsmanship and leadership.

It was more than a place to ride. It was about membership in the Danville Junior Horsemen organization, where kids and adults met regularly and planned events through group leadership. It was at that arena and in this club setting that I found true friendship and confidence, at an age when I needed it the most.

I am dismayed that the current dispute continues. But, when I drove past that freshly bulldozed patch of land on Stone Valley and remembered all the rewarding experiences my fellow horsemen and I shared there, it just broke my heart.

Nicole Kohleriter

Alamo

Ecstasy denial

In Willy Reid's letter regarding the dangers of the drug Ecstasy he asks for, "Drug Enforcement Agencies and other law enforcement agencies as well as the American Medical Association to just come out and tell the public exactly what the popular drug Ecstasy really is."

On Wednesday from 7-9 p.m. at Charlotte Wood Middle School in Danville, several of our local agencies will do just that. A student whose life has been touched by the drug will be part of this powerful presentation.

The Ecstasy presentation is one of several workshops which are part of the 2000-01 parent education series.

The series is sponsored by the Del Valle Council of PTAs, Communities Against Substance Abuse (CASA) and the San Ramon Valley Unified School District's Safe and Drug Free Schools and Communities Committee.

The series helps to meet three goals set by the San Ramon Valley Advisory Committee for youth safety and development with regard to parent education:

*Promote community awareness regarding youth issues;

*Develop and implement comprehensive, consistent procedures to address prevention and identification of at risk behaviors;

*Develop family support services to address issues facing youths.

The challenge put before parents and community members is to help break the "valley of denial" label given to our community by attending this important presentation.

Carroll Dressler

Danville

Dressler is the parent education representative for the Del Valle Council of PTAs.

Gore fights for Al

Recently, Vice President Gore has promised to "fight for the people." But I think Gore will fight only for Al.

Gore's Gulf War vote provides a troublesome example. Legislators from both parties weighed their vote seriously, hesitant to send hundreds of thousands of American children to war.

The night before this monumental debate, however, Gore went to the GOP leader, Sen. Bob Dole of Kansas, and asked "How much time on the debate floor will you give me if I support the president's decision to go to war?" Democrats opposing the war only offered Gore seven minutes, so Gore bargained for more: "Damn it, if I don't get 20 minutes tomorrow, I'm going to vote the other way."

Gore attended the vote with alternative speeches, waiting to see who would offer the most speaking time. Gore got it from the pro-war side, and read the pro-war speech.

If Gore puts personal politics over the people's interest on this most important issue, how can we trust him to fight for us on any other issue. He hasn't for the last eight years. I doubt he ever will.

Doris Singer

San Ramon

LOAD-DATE: February 5, 2002

LANGUAGE: ENGLISH

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Sunday Tasmanian (Australia)

November 5, 2000, Sunday

United in \$827m deal with Nike

SECTION: SPORT; Pg. 50

LENGTH: 109 words

MANCHESTER United, the world's richest soccer club, said yesterday it had signed a sponsorship and merchandising deal with sports gear giant **Nike** worth \$827.03 million.

United, which has won the English league title six times in the last eight years and was European champion in 1999, said it would grant exclusive rights to sponsor its gear, manufacture and sell its merchandise and operate Manchester United's existing retail operations.

The agreement starts on August 1, 2002, when the club's current sponsorship contract with Umbro expires and will run for 13 years, although **Nike** will have the option to end the arrangements in 2008.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: STS

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The Times (London)

September 28, 2000, Thursday

Nike deal confirms United's worldwide appeal

BYLINE: Oliver Kay and George Caulkin

SECTION: Sport

LENGTH: 402 words

MANCHESTER UNITED will confirm their status as the most marketable football club on the planet on Monday by announcing an alliance with **Nike**, the American sportswear company, which will bring in the staggering sum of Pounds 300 million over a 15-year period.

The deal, which will come into effect at the start of the 2002-03 season, will earn United Pounds 20 million a season, a figure three times higher than the existing record, which is held by the Brazil national team.

Brazil accepted a sum of \$ 100 million over a ten-year period, which works out at roughly Pounds 6.7million a year, from **Nike** in exchange for the contracts for all their kits at every representative level, including that of the women's team.

That record is not so much eclipsed as dwarfed by United's latest deal, which, while good news for the club's shareholders, is bad news for Umbro, the Manchester-based company who have made United's kits for the past eight years. Its determination to hold on to the contract was no match for the financial muscle of **Nike**.

Meanwhile, David Beckham, United's midfield player, who has been touted as a future England captain, has denied charges that he spat at Markus Merk, the German referee, during PSV Eindhoven's 3-1 victory on Tuesday evening.

"I did not spit at the referee at all. Things happen, you react and get headlines for it, but sometimes it looks worse than it is," Beckham said last night. He did admit, however, that the issue of his temperament remains unresolved.

"I did have an argument with Gary Neville on the pitch and I shouldn't have," he said, "but it was a frustrating night. A lot of people have opinions about my temperament, but it's part of my game and it's helped me get to where I am."

Beckham aside, the aftermath of United's abject performance in the Philips Stadium was dominated by the extent of Sir Alex Ferguson's squad rotation. "When we saw that Beckham and Giggs were not on the team sheet, we couldn't believe it," Arnold Bruggink, the PSV forward, said. "You can't take Beckham and Giggs out of the team and play the same way."

"It made us all the more motivated because we thought 'why should Manchester United believe they can beat us with a weak side?' You could see that from the way we played. There's no reason why we can't go to Old Trafford next month, put on the same performance there and get a good result'.

LOAD-DATE: September 28, 2000

Nike deal confirms United's worldwide appeal The Times (London) September 28, 2000, Thursday

LANGUAGE: ENGLISH

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DAILY MAIL (London)

April 7, 2000

The GBP 6m shoelace; Jogger sues Nike for a fortune after tripping over her trainers

BYLINE: Ivor Key

SECTION: Pg. 45

LENGTH: 453 words

A JOGGER is suing Nike for GBP 6million after tripping over a shoelace on her trainers.

Orthopaedic surgeon Deborah Faryniarz says she suffered serious and permanent injuries to her wrist when she fell while running.

As a result she now has to have help while performing operations, including getting others to twist screws into bones.

Dr Faryniarz, from New York, said in documents filed in Manhattan District Court that she was wearing Nike's GBP 62 a pair Certitude Cross-trainers when her right lace hooked around the back tab of the left shoe.

She was pregnant at the time and fell, hurting her right wrist just days before she was due to begin performing wrist surgeries as part of her hospital residency.

'She ended up with her supervising professor also treating her,' said her lawyer, James Kreindler. He added that her child, her first, was born healthy despite the fall.

Since the injury, he said Dr Faryniarz had managed to continue to perform operations but only with aid from other doctors and nurses.

She alleges Nike was negligent for carelessly designing, manufacturing, assembling, inspecting, testing and distributing the trainers.

Mr Kreindler added that the crux of the lawsuit was that Nike knew their product was hazardous, but failed to fix the flaws.

The lawsuit alleges that the fall was caused by a leather tab which rises about an inch and a half from the back of the shoe and is used to pull it on to the foot. Mr Kreindler said that on the shoe in question the tab was larger and more rigid than on other designs, making it easier for the shoelace to catch on it.

He said the style had only been on the market a few months, but he alleges Nike had received several complaints about the design and should have made changes.

He added: 'Just as important, they should have warned consumers about the defect months before my client was sent sprawling. Because they didn't, Miss Faryniarz has suffered permanent physical disfigurement and disabilities with far

The GBP 6m shoelace;Jogger sues Nike for a fortune after tripping over her trainers DAILY MAIL (London) April 7, 2000

reaching effects on all aspects of her personal and professional life as well as great pain, suffering and mental anguish.' The lawyer said: 'She's still trying to be a surgeon but is uncertain what her future will be.' Mr Kreindler described his client as a serious competitive runner in her spare time. He claimed that made it unlikely she would be careless with her footwear when she ran regularly through the streets and parks of Manhattan.

Cheryl McCants, a spokesman for **Nike** in Beaverton, Oregon, said the company was not ready to comment.

Nike is the world's leading maker of athletic shoes with revenues of more than GBP 5billion last year and profits of GBP 330million.

LOAD-DATE: April 10, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Vancouver Province (British Columbia)

February 25, 2000 Friday Final C Edition

Bait and switch move

SOURCE: The Province**BYLINE:** Lowell Ullrich**SECTION:** Sports; Sports on TV; Pg. A51**LENGTH:** 1080 words

Parents who try and get their kids to watch less sports on TV might have noticed their task has become easier lately.

Do not, however, claim victory, because the alternative can be like being forced to watch Marty McSorley's woodchopping act every time it's been replayed this week.

We're talking about a series of ads run by **Nike**, shoe giant and kings of in-your-face messaging, that encourage viewers to make the ground-breaking switch away from the tube and head for the Internet at whatever **nike.com**.

The TV ads start with three scenarios, including one in which the viewer is made to think a giant snowball is about to roll on them. That's tame compared to the endings, where you get to pick your fate.

Flip to the Web site and you can turn yourself into an insect and be squashed by U.S. Olympian Marion Jones, get thrown overboard off a cruise ship by Mark McGwire, be hacked up by a flying chainsaw or have Terrell Davis either throw switchblades at you or hit golf balls off your nose.

Charming, indeed.

If you're not totally grossed out at this point, you can click on an icon to buy their latest shoe. The shock spots note you can use **Nike** products to run, play basketball, get trampled ... whatever.

If this is the type of stuff that made you swear off TV years ago, it's just found another home.

"There was an Internet feeding frenzy three or four years ago, but advertisers weren't promoting their Web sites. Now advertisers are seeing how they can direct traffic into their own hands," said longtime Vancouver media analyst David Stanger.

Is TV sports in trouble if high-profile advertisers are switching to the Internet?

"Just the opposite," said Stanger. "TV people are rubbing their hands with glee knowing they can show advertisers how powerful they can be directing consumers."

"Taking people away from television was not our primary goal," said **Nike** Canada advertising manager Josie Seguin. "It just happened that way."

It's great cross-branding, of course, and nobody does it better than the company that made paranormal athletes out of

Tiger Woods, Michael Jordan, et al.

It all would be pretty laughable, which is the reaction **Nike** wanted in the first place, unless you consider it wasn't that long ago that the company considered forming its own TV network.

The wave of sports TV on the Internet is about to crest and companies like **Nike** may simply be further ahead than many are willing to admit.

THE BUZZ

What's news on the airwaves:

GLOBAL DOMINANCE? It wasn't a day after the proposed purchase of BCTV by Global when talk of a possible switch of Sports Page to WIC's current Burnaby compound began making the rounds.

Most likely suitors for CKVU is CHUM Ltd., which operates CITY in Toronto, and Craig Broadcasting's A-Channel of Edmonton, neither of which have a particularly strong sports presence.

"To say we're not concerned about it would be a lie, but there hasn't been a lot of talk about it," said Sports Pager Barry Macdonald.

Keeping a proven Sports Page would make sense. So would moving BCTV's late news to 11 p.m. But not every Sports Page host has a contract that lasts past the planned switchover next fall. Said a hopeful Squire Barnes at BCTV: "It'd be great if they popped more money into sports."

30-SECOND CLIPS: CTV Sportsnet programming vice-president Scott Moore was up at 4 a.m. Toronto time Tuesday e-mailing congratulations to staffers for two solid reporting jobs. The upstarts first broke Web site stories on the possibility of CFL U.S. expansion plans. CTVSN also had a big jump on Marty McSorley-Donald Brashear, with footage by VTV's Jason Lee from the guilty party, but were pounded by TSN on the suspension announcement. ... The NFL Today got better Thursday when CBS hired Mike Ditka. "I don't want to be over-analytical and I don't want to be boring," said Ditka, who is neither. What of fellow ex-coach Jerry Glanville? Said CBS Sports president Sean McManus: "Jerry will have his seat, seeing as he took it with him off the stage last season." ... Hockey Day in Canada was an unqualified success Saturday: One suggestion: Why not let Don Cherry take phone calls from viewers more often?

FIVE WORTH WATCHING

The best in TV this week:

HOCKEY: Canucks-Kings, today, 7 p.m., VTV. Like Don Cherry said, where was this team the last two months?

CURLING: Canadian women's final, Sunday, 10:30 a.m., CBC. Sandra Schmirler's illness has forced two networks to change plans. TSN's Dave Hodge was to interview the cancer-stricken curler on his special (Saturday, 7 p.m.) With Newsworld weather person Colleen Jones free this weekend, don't be surprised if she stands in for Schmirler as an analyst Sunday.

GOLF: World Match Play final, Sunday, 11 a.m., TSN, KOMO. Already, this year's final will be better than Andrew Magee-Jeff Maggert.

SOCCER: Gold Cup final, Sunday, CTVSN. This one comes with options, depending on Canada's late Thursday game. If Canada's in the final, Sportsnet will go live at noon. A loss and it's on tape at 7 p.m.

BASKETBALL: Grizzlies-Lakers, Wednesday, 7:30 p.m., CTVSN. "Is there a better two-guard in the NBA now than

Michael Dickerson?" asks Sportsnet's Tom Glasgow. If so, he gets a good test tonight against Kobe Bryant.

SHORT STUFF

TIP SHEET: Sportsnet had good, behind-the-scenes Grizzlies footage this week, although with the access they get holding broadcast rights granted by Orca Bay, it's a wonder they didn't do it a lot earlier. Equally revealing was a piece with Michael Heisley outlining his first moves when he becomes owner. ... Sports Journal's piece on abused ex-Blue Jays outfielder Rob Butler on CBC was a revealing look at the secret he held for 15 years. ... CBC's Bruce Baker had a good local piece on the B.C.

Hockey College. ... CTVSN drew

203,000 viewers for Canucks-Bruins Monday.

QUOTE RACK

Memorable lines from the week:

- John Shorthouse on CKNW, with the first words on Marty McSorley, and the most definitive: "That is the worst thing I've ever seen."

- Don Taylor of Sports Page, same topic, first to raise an ugly possibility through good tape-editing work: "That looks like a spitting motion (at Donald Brashear) to me."

- Perry Solkowski of VTV on a Canucks-Bruins setup, giving Dan Murphy a ribbing but forgetting his female viewers: "The problem with the Bruins, Dan, is something you don't relate to ... they have problems scoring."

E-mail: lullrich@pacpress.sout-ham.ca.

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: **Nike**; A **Nike** commercial with Mark McGwire starts out tamely on television, but has some gruesome endings at company's Web site.

TYPE: Sports; Column

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Saint Paul Pioneer Press (Minnesota)

September 26, 2000 Tuesday CITY EDITION

JOHNSON WINS GOLD WEARING 3M GOLD

BYLINE: Aron Kahn Staff Writer

SECTION: BUSINESS; Pg. 1C

LENGTH: 284 words

Not all that glitters is gold, but in the case of Michael Johnson's track shoes, 3M Co. made certain they were.

Johnson, the American sprinter who won the 400 meters at the Olympic Games in Sydney, accomplished the feat in shoes made of 24-carat gold.

Johnson wore gold-colored shoes four years ago at the games Atlanta, but his cobblers at **Nike** called 3M afterward to see if it could make a material that looks more like real gold.

3M, a large producer of reflective material for shoes and clothing, said it thought it could make the material literally from gold if **Nike** didn't mind the material also being reflective. After all, a bit of promotion in front of a world-wide audience doesn't hurt. 3M's personal safety products are part of a unit that generated \$3.23 billion in sales last year, 21 percent of the Maplewood-based company's \$15.66 billion total.

Nike was delighted, said Claud Lacey, director of 3M Personal Safety Products, so a bunch of scientists in a company lab in St. Paul ordered one small bar of gold and went to work.

The eventual result was 45 pairs of gold shoes - 20 for Johnson, 24 for **Nike's** promotional purposes, and one pair - signed by Johnson - for 3M.

"We'll take them around to trade shows to demonstrate the need for reflective gear for outdoor visibility," Lacey said.

In case you were wondering, the answer is no. The gold shoes didn't weigh Johnson down. 3M made the material with a "vapor coating" of 24 carat gold, "so it doesn't add substantially to the weight," Lacey said.

"It's measured in microns."

Aron Kahn, who covers the business of sports and entertainment, can be reached at akahn@pioneerpress.com or (651) 228-5569.

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: ASSOCIATED PRESS

Thanks to 3M Co., Michael Johnson displayed the golden touch at the Olympic games in Sydney.

JOHNSON WINS GOLD WEARING 3M GOLD Saint Paul Pioneer Press (Minnesota) September 26, 2000 Tuesday
CITY EDITION

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The Australian

October 30, 2000, Monday

Disabled ad: Nike has just done it this time**BYLINE:** Benjamin Haslem**SECTION:** LOCAL; Pg. 1**LENGTH:** 361 words

A **NIKE** advertisement describing disabled people as drooling, misshapen husks roaming the earth in motorised wheelchairs has sparked international outrage.

The clothing giant, which outfitted Australia's Paralympic team, apologised for the advertisement, which appeared in several US outdoor magazines available in Australia.

The advertisement says: "You're probably asking yourself, 'How can a trail running shoe ... help me avoid compressing my spinal cord into a Slinky on the side of some unsuspecting conifer, thereby rendering me a drooling, misshapen ... husk of my former self, forced to roam the earth in a motorised wheelchair with my name embossed on one of those cute little licence plates you get at carnivals?'."

Australian disability groups yesterday labelled the advertisement vicious and joined US counterparts in demanding compensation -- a donation for spinal injury research.

"We offer a sincere apology," **Nike** said in a statement issued after its website was bombarded with complaints from around the world. "Clearly, disabilities of any form are no laughing matter and that paragraph should not have been included in the ad. We are immediately pulling this offensive ad from future publication."

The company's statement mentioned it outfitted the 2000 Australian Paralympic team and former **Nike** president Bob Woodell uses a wheelchair after injuring his spinal cord.

A spokesman for the Australian Paralympic team last night said officials had not seen the advertisement and were unwilling to comment.

Physical Disability Council of NSW president John Moxon said yesterday the advertisement denigrated accident victims who used wheelchairs.

"People with spinal-cord injuries don't end up dribbling. They don't end up silly," said Mr Moxon, who is in a wheelchair as the result of a car-racing accident.

"We've got a big sense of humour and tend to laugh at ourselves a lot, but that ad was not funny. It was just vicious."

Marcie Roth, director of advocacy and public policy at the US National Council of Independent Living, has demanded **Nike** make a sizeable donation to the National Spinal Cord Injury Association.

LOAD-DATE: March 1, 2002

Disabled ad: Nike has just done it this time The Australian October 30, 2000, Monday

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Daily Telegraph (Sydney, Australia)

September 29, 2000, Friday

Hey, Mambo, let's try a US two-step - Owners and Nike discuss alliance

BYLINE: Ben English

SECTION: FINANCE; Pg. 32

LENGTH: 481 words

MAMBO is negotiating with footwear giant **Nike** to form a distribution alliance in the US.

The anti-establishment leisurewear icon, bought out by Gazal Corp last March, has held talks with **Nike** executives visiting Sydney for the Games, The Daily Telegraph has learned.

Gazal boss Michael Gazal yesterday said a **Nike** alliance was being considered as a means to break into the tough US retail market.

"We had one of the **Nike** guys ring up and ask about it," he said. "It was one of the **Nike** guys out here for the Olympics.

" He visited one of the stores."

Mr Gazal ruled out any sale of Gazal's marketing rights to Mambo in the US. Instead, the two are pursuing a joint venture.

"They could be a good distribution partner," he added.

"**Nike** would have to be one of the giant trademarks.

"Obviously, getting into bed with someone like **Nike** we will have to weigh up all the issues carefully."

But Mr Gazal said he was also considering establishing Mambo in America using internal resources.

"Down the track, we may decide we may want to have our own business in the US. We might send someone from Australia to live there and do it ourselves.

"Another option is a joint venture with someone like **Nike** but there are a number of different ways we could do it."

Mr Gazal is compiling a masterplan to develop a global distribution for Mambo, beginning in the UK and Europe before taking on the US.

And a stock exchange listing may be in the pipeline.

"A float is possible," he said.

"Depending on what shape the business takes over the next couple of years and what sort of funding is required to be

Hey, Mambo, let's try a US two-step - Owners and Nike discuss alliance The Daily Telegraph (Sydney, Australia)
September 29, 2000, Friday

able to achieve the sort of growth that the brand needs, we could float.

"Nothing is imminent, it's probably three to five years away."

Mr Gazal said the Mambo purchase in March had transformed Gazal from a brand renter to a global brand owner.

"It's a lot different from being an Australian licensee," he said.

"We are really focusing on the Australian operation, the European operation and getting our international sourcing structure ready to supply world markets.

"It's an exciting time for us. We just have to make sure we have the right business plan and execute it properly."

Gazal paid Mambo creator Dare Jennings and his partner Andrew Rich \$8.7 million worth of Gazal shares, making them the largest shareholders outside the Gazal family with an 8 per cent stake.

Mr Jennings remains Mambo's creative director and has joined the Gazal board.

How they compare

* Mambo -- with its flatulent dog imagery -- has global sales of \$55 million.

* **Nike** had US revenues of \$A8.61 billion in 1999-2000 against \$8.65 billion and \$US10.37 billion in the previous two years.

* **Nike's** revenue breakdown for the latest year was: \$6.09 billion (footwear), \$2.09 billion (apparel) and \$407 million (equipment).

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Independent (London)

August 27, 2000, Sunday

NIKE PLAYS TO THE WOMEN'S GAME

BYLINE: Adam Lucas**SECTION:** BUSINESS; Pg. 3**LENGTH:** 523 words

NIKE, the global sportswear giant, is to create a new unit specifically designed for the women's market. Its move comes as companies finally start to realise that female consumers are interested in a great deal more than make-up and cleaning products.

The new division will be spearheaded by Clare Hamill, appointed vice president of women's business by **Nike** chairman and chief executive Philip H Knight. Mr Knight this week praised Ms Hamill: "**Nike's** women's business is one of our major growth accelerators in the US, and ... such a critical initiative requires a strong and visionary leader, which is exactly what we have in Clare."

Nike currently sells only 20 per cent of its \$ 7.5bn annual turnover to women. However, it is the leading sportswear brand for women and has seen an opportunity to capitalise on the rapidly increasing interest in women's sports and fitness in the US.

The success of the American women's national soccer team, which won the World Cup in 1999 and the Olympic title at Atlanta in 1996, and then the introduction of the Women's National Basketball League, has attracted huge media coverage across the pond. Increasing interest in women's sport, prompted by these achievements, has sparked a surge in demand for women's sports clothing and footwear.

However, the products will not only be designed for "active" sportswomen. Corby Casler, communications director at **Nike's** headquarters in Oregon, revealed that its women's products aim to "expand beyond the 'core athletics' and reach active women who do not necessarily consider themselves an 'athlete'."

She added: "The business model we will follow is to build upon the way women think. They want to be fit in a way that fits their lifestyle, and that may mean comfortable, performance clothes all day long."

This approach will be mirrored in the way **Nike** plans to promote these products. Certainly, it will use its selection of top athletes such as Marion Jones, the popular US sprinter, to gain the required attention, though it hopes to shed a slightly different light upon them.

"You will be seeing us signing on more high profile women athletes and expanding the visibility of our current athletes," explained Ms Casler. "Our marketing will help consumers better understand these athletes as people who have lives beyond the professions in which they compete."

Nike's soccer duo, Mia Hamm and Brandi Chastain, are sure to be at the forefront of this campaign. Ms Hamm was the star of the national side, leading it to victory in the women's world cup in 1999. However, she was eclipsed in the end

by Ms Chastain who scored the penalty to seal the win and hit the headlines by tearing off her shirt in the victory celebrations.

Nike has historically benefited from close links with top sporting figures, such as Michael Jordan, Ronaldo and Michael Johnson. However, it has recently run into trouble with its deal to sponsor golf sensation Tiger Woods. After persuading Mr Woods to swap his Titelist golf balls for **Nike**, it was discovered that the **Nike** balls he used were not the ones on sale to the general public.

LOAD-DATE: August 27, 2000

LANGUAGE: ENGLISH

GRAPHIC: A winning side: Mia Hamm will be at the forefront of **Nike's** campaign REUTERS; Dressing down: Brandi Chastain may have to keep her clothes on for **Nike** REUTERS

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New Straits Times (Malaysia)

November 25, 2000

Look cool and trendy while sweating it out

BYLINE: By Karen Yap**SECTION:** Consider this!; Pg. 6**LENGTH:** 620 words

IN our increasingly health-conscious society, many are turning to all types of exercise. Besides the usual jogging, walking, swimming, lifting weights, building and toning of muscles in the gym, exercises like tai chi, kickboxing, yoga, skating and hiking are gaining popularity.

Despite all the huffing and puffing, the vain side of us wants to look great while sweating it out. We usually don't want to wear the same old sweatshirt and trek pants to the gym while the person next to us is clad in the most up-to-date sports apparel.

Nike's latest line of tennis clothes and work-out apparel for women gives that sleek and trendy look even when we're trying our best to keep up with the treadmill.

Nike Inc, based in Beaverton, Oregon, is the world's leading designer and marketer of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities.

Looking cool and fashionable after a hard game of tennis is a real challenge. Now you can achieve that stylish, unruffled look with a selection from **Nike's** Branded Athletics-All Conditions Gear (affectionately known as BA-ACG) which combines street fashion with adventure sports.

The tennis court literally becomes your catwalk as you wear **Nike's** latest tennis line that is comfortable, practical and yet fashionable. The clothes showcased in this line remain simple but offer subtle stylish details.

Tennis buffs will be able to choose from hooded jackets, short or long-sleeved T-shirts and pullovers that come in double-tone colours from sassy, bold orange to navy blue or fashionable shorts and long pants that come in cool blue or army green. Fuss-free while retaining those unique elements of panache, they are perfect for tennis players who want to look great while delivering that grand slam on court.

Look cool and trendy while sweating it out New Straits Times (Malaysia) November 25, 2000

This new line is certain to be a hit with the young and fashion-conscious yuppies.

But tennis players, old and young alike, will find that **Nike's** BA-ACG reflects their unique individual sense of style.

Taking the lead from tennis stars and **Nike** athletes, Andre Agassi and Leyton Hewitt who shine on court as well as in the celebrity tabloids, **Nike** turns tennis clothes into fashion statements.

The BA-ACG range is available at Bukit Bintang Plaza or the new flagship store in KL Plaza and all **Nike** outlets.

For sportswomen, glam up in **Nike's** latest line of workout apparel du jour that offers the best of fashion, variety and glamour. Make your aerobics session more glamorous with **Nike's** workout and yoga pants that make a great alternative to shorts. You'll get to show off your slim, toned legs with these stretchy lycra pants that provide ease of movement and comfort through the most vigorous of work-outs.

No work-out apparel is complete without well-cut tops that provide support and optimum comfort. Each top is evident of **Nike's** close attention to details through the fashionable construction and placement of straps, innovative stitching and seams.

In bright colours to give you that spurt of excitement or dark colours for that slimmer, sleeker look, the skintight tops helps you show off those dividends from the workouts.

Want to go for a cup of cappuccino (black of course!) after workout? Just throw on **Nike's** therma-fit jacket in bright mandarin or the **Nike** hooded cap sleeve lycra and walk out in style.

Or, you can wear pieces from both lines or mix and match as you please when bumming out at your favourite mall, on casual days at the office or just about anywhere that you want go.

Nike's latest lineups are that versatile, stylish, innovative while maintaining the elements of functionality and comfort.

END

LOAD-DATE: November 26, 2000

LANGUAGE: ENGLISH

GRAPHIC: Picture - Cool and comfortable ... for the hip and on-the-move people. Picture - Suitable for all ... functional yet stylish. Picture - Above: Mix and match ... sports top (RM85), lycra workout pants (RM149), white cap sleeve, hooded top (RM129). Picture - Trendy ... choose from bold orange to navy blue. Picture - Right: Latest for women ... city therma-fit jacket (RM299), yoga pants (RM129), pique long sports top (RM89).

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The Straits Times (Singapore)

US\$ 2.20 not real cost of Nike shoes

June 23, 2000

I REFER to your report (ST, June 20) on a seminar held for PSC scholars, where Mr Lim Swee Say, Minister of State for Communications and Information Technology, delivered an address.

Firstly, we thank Mr Lim for acknowledging **Nike** as a company driven by "value-creation", with strong marketing, design and cutting-edge technology.

However, we feel we must clarify the mistaken perception that "a pair of shoes selling for US\$ 120 ... costs only US\$ 2.20 to make". This is not an accurate reflection of the cost.

A pair of **Nike** footwear is made up of many components. Typically, each shoe is made of up of 34 individual parts, for which the right materials are sourced globally prior to production.

These individual product-component costs certainly have to be factored into the cost of production, as does the investment in machinery and general set-up of the premises where final assembly is conducted.

As highlighted by Mr Lim, **Nike** does expend great effort and resources in research, testing and design to ensure innovative products and up-to-date designs for our products, and these elements should be reflected in the "cost" of producing a shoe.

While the details of product costing remain confidential in every company, including ours, we feel that we have to take the opportunity to make this simple clarification, particularly as the message was addressed to "scholars" who, presumably, will have a strong influence in shaping the future of the nation, and as the article was meant for the public.

KATHRYN NG Marketing Director **Nike** Southeast Asia

SECTION: Forum; Pg. 69

LENGTH: 264 words

LOAD-DATE: June 27, 2000

LANGUAGE: ENGLISH

TYPE: Letter

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The Guardian (London)

September 16, 2000

Golf: Woods hits the Dollars 100m jackpot

BYLINE: David Davies**SECTION:** Guardian Sport Pages, Pg. 12**LENGTH:** 505 words

Tiger Woods, winner of the last three major championships and four of the last five, has signed the richest endorsement contract in the history of sport-for Dollars 100m (pounds 70m).

That is what it has cost **Nike** to retain his services to September 2006, and yesterday the president of **Nike** Golf, Bob Wood, said: "We are really, really happy. We have a comprehensive agreement that covers Tiger from head to toe, plus using our golf ball."

The contract is said by the American magazine Golfweek to be "far beyond anything Michael Jordan received". Quoting a source close to **Nike**, it went on: "This is absolutely the richest-ever sporting endorsement. Nothing has ever been close."

Not that it unduly impresses Earl Woods, Tiger's father. When his son turned professional in August 1996 the golfing world gasped when **Nike** paid Dollars 40m for his signature. But Earl, with an eye to the future, described that sum as being only "chump change" and yesterday he was similarly guarded.

"The next contract," he said, "in 2006 will make that 100 million look like a bargain. There's no doubt that Tiger is going to get better, he's far from having reached his potential. This deal reflects the growing stature of Tiger in world sports, and that is just going to continue to grow."

Woods has already won nine tournaments on the US Tour this year, the first to reach that mark since Sam Snead won 11 in 1950, and at St Andrews this year he became the youngest man ever to win a career grand slam when he won the Open by eight shots.

Prior to that he had won the 2000 US Open by 15 shots, and his first major championship, the US Masters in 1997, was won by 12 shots. Only in the US PGA of 1999, when he was chased to the line by Sergio Garcia before winning by one shot, was the slam in any danger.

He has ruled world golf in the past two years and, as **Nike** has discovered, such brilliance has its price. There is even scope for extending that contract because **Nike**, as of now, does not make golf clubs, so that aspect of Woods's career is not covered by the current agreement. But when **Nike** does start making clubs, as is anticipated, it will doubtless cost the company yet more millions.

The scale of the new contract is bad news for the television companies in America, who will shortly have to renegotiate their contract to cover the US Tour. The Tour organisers will be sure to capitalise on the fact that ratings soar whenever Tiger is anywhere near contention and will demand yet another huge increase, so enabling prize funds to go up yet

Golf: Woods hits the Dollars 100m jackpot The Guardian (London) September 16, 2000

again.

That in turn could be bad news for the European Tour, which is already losing many of its best players to America, after the last round of TV talks produced purses of pounds 3m-pounds 5m for many events in the US.

If that figure were to rise substantially yet again then even such players as Lee Westwood, Darren Clarke and Colin Montgomerie might be tempted to play more in the States, diminishing the attraction of European events.

LOAD-DATE: September 16, 2000

LANGUAGE: ENGLISH

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The Ottawa Citizen

May 11, 2000, Thursday, FINAL

Nike markets speedometer on a shoestring

BYLINE: Andy Ogle

SECTION: News; A2

LENGTH: 491 words

DATELINE: EDMONTON

EDMONTON -- A runner's speedo-meter invented by a University of Alberta engineering professor has been snapped up by Nike as one of five new high-tech devices for the "digital athlete," the sports marketing giant unveiled yesterday.

The device, which Nike will sell with a version of its popular Triax wristwatch for \$199 U.S. starting in October in the United States and soon after that in Canada, consists of sensors and a microprocessor designed to clip onto shoe laces.

It's a sophisticated wireless gadget that measures stride length and velocity and transmits the information to the watch, which gives constant speed and distance readouts.

Ken Fyfe, who teaches mechanical engineering at the U of A, came up with the idea a few years ago while talking with his wife, Anne Galloway, about ideas for a design project to give his students.

A veteran marathon runner, she suggested something to help runners improve their training.

Mr. Fyfe, also a runner and coach of the Leduc Track club, decided he'd work on it himself rather than giving it to his students.

He later formed a company called Dynastream Innovations Inc. with his younger brother Kip, an electrical engineer in Cochrane, Alta., to further develop prototypes and shop it around to sports equipment manufacturers, including Nike.

Mr. Fyfe said his invention, which Nike is labelling the SDM (Speed Distance Monitor) Triax 100, is a big improvement over the typical pedometer.

A pedometer is a stride counter that counts the number of steps you take and then uses what you think is your average stride length to tell you how far you've gone, he said.

"This thing is actually measuring each and every stride. So even if you change your stride length, this calculates that."

It's more than 97 per cent accurate and can also be used to store data.

Clare Hammil, vice-president of Nike Equipment, said at a news conference at company headquarters in Beaverton, Oregon, that of the five devices the company touted yesterday, it was most excited about the speed and distance watch. "The simple question when you go out for a run, go for a walk, you're out hiking, is how far did I go and how fast did I move?"

Nike markets speedometer on a shoestring The Ottawa Citizen May 11, 2000, Thursday, FINAL

Nike created a new division it is calling **Nike** Techlab to market the speed-distance monitor and four other new products for what it's calling the dotcom or digital athlete.

Its other products include a new heart monitor, a portable digital audio player, a backcountry wristwatch that will give out altitude, compass and weather readings and a new two-way radio for snowboarders, hikers and the like.

Ray Riley, **Nike** Equipment creative director, called the speed- distance watch a simple out-of-the-box solution for today's athletes who are hungry for information about their workout. "You take it out, you put the little pod on your foot, you put your watch on, you push a button and you go and you find out what you need."

LOAD-DATE: May 11, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: Grant Black, The Calgary Herald / Runners can lace Ken Fyfe's sensor to their shoes for constant readouts of speed and distance.

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Metropolitan News Enterprise (Los Angeles, California)

June 22, 2000, Thursday

State High Court Agrees to Hear Case on Nike Asian Labor Controversy

BYLINE: By a MetNews Staff Writer

SECTION: Pg. 3

LENGTH: 548 words

The state Supreme Court yesterday agreed to decide whether athletic shoe and apparel giant Nike, Inc. can be held liable for alleged misrepresentations of its labor practices in the Asian countries where its products are made.

A San Francisco Superior Court judge and a First District Court of Appeal panel had rejected a private attorney-general suit brought under the unfair competition law, Business and Professions Code Sec. 17200.

The lower courts rejected Marc Kasky's suit on First Amendment grounds. They said the company's effort to persuade consumers that it was acting responsibly on the issue shouldn't be judged by the same rules that govern advertisements generally.

But Chief Justice Ronald George and Justices Stanley Mosk, Joyce L. Kennard, Kathryn M. Werdegar, and Janice Rogers Brown voted to grant review, a court official said.

Oregon-based Nike's products are largely manufactured by South Korean and Taiwanese firms at factories in those countries and in China, Thailand, Indonesia and Vietnam. Those companies reportedly employ between 300,000 and 500,000 employees to manufacture the shoes and other athletic gear.

Although a Nike-hired consulting firm reported favorable working conditions at the factories, other investigators reported poor health conditions, 11- to 12-hour work days, compulsory overtime, violation of minimum wage laws, exposure to dangerous levels of dust and toxic fumes, and employment of workers under the age of 16.

A series of newspaper and television reports in 1996 and 1997 put additional pressure on the company for its overseas labor record.

Nike fought back with a costly public relations campaign that characterized the company as a leader in the fight to improve working conditions in the hot countries. Press releases detailed answers to the allegations, as did a series of letters to collegiate athletic directors.

Kasky sued over those releases and letters, alleging that Nike misrepresented the facts when it asserted that workers are not subjected to corporal punishment or sexual abuse, that the laws and regulations on wages, hours, health and safety were observed, that pay averaged double the minimum wage in Southeast Asia, and that employees receive free meals and health care and a "living wage."

Kasky's action was dismissed on demurrer, and the First District's Div. One affirmed.

Justice Donald Swager said the statements at issue for Nike were intended to promote a favorable corporate image and

State High Court Agrees to Hear Case on Nike Asian Labor Controversy Metropolitan News Enterprise (Los Angeles, California) June 22, 2000, Thursday

demand a different analysis than that applying to product advertisements.

"The press releases and letters at issue here cross the boundary between political and private decisionmaking," the justice said. "The citizen may want to translate personal discontent over **Nike's** labor practices into political action or may merely wish to refrain from purchasing its products manufactured by undesired labor practices, just as he or she may wish to buy products with a union identification."

The analysis isn't changed by the fact that **Nike** has an economic motivation in defending its corporate image from criticism, he said. The communications were still part of a "public dialogue on a matter of public concern within the core area of expression protected by the First Amendment," he said.

LOAD-DATE: July 10, 2000

LANGUAGE: ENGLISH

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DAILY MAIL (London)

July 13, 2000

Merry cutting a dash as captain; ATHLETICS

BYLINE: Neil Wilson**SECTION:** Pg. 80**LENGTH:** 456 words

KATHARINE MERRY modelled the revolutionary running kit created by her sponsors yesterday on her first day as Britain's women's captain. But she will never be allowed to wear it in her country's cause.

Merry's rise to the forefront of British athletics was formally acknowledged when the 400metres runner succeeded the injured Paula Radcliffe as captain of the women's team for this weekend's European Cup in Gateshead.

But she cannot match her new **Nike** outfit with her new role for Britain because the American sportswear company is not the official supplier to the national squad.

Merry, though, is looking forward to her new responsibilities, not that she needs an introduction to them. The 25-year-old, who first made the team 12 years ago as one of Britain's youngest ever internationals, said: 'I don't think it entails much more than I have always done.'

I've always kept an eye out for the younger girls in the team and been there if they need advice.' **Nike** stole a march on German rivals, adidas, when Merry showed off its new head-to-toe racing suit for the cameras.

But adidas will be the official supplier to Britain's athletes for the Olympics in Sydney in September, although it doesn't launch its new kit until today when heptathlete Denise Lewis performs the modelling honours.

Reebok, meanwhile, will clothe the British team for the European Cup.

Merry has a personal contract with **Nike** which insists she wears its kit whenever national uniform is not obligatory. But the sportswear giant will not demand she wears the Swift Suit.

Merry, however, is keen to give it a whirl. She may premiere her outfit with its hood and gloved hands when she races world champion Cathy Freeman at Crystal Palace on August 2.

Another Midlander, Bob Weir, has waited even longer than Merry to be men's captain as successor to injured high jumper Dalton Grant. When Weir, 39, was first on the team 18 years ago, UKA's chief executive David Moorcroft had still not set his world 5000m record.

Britain's line-up for the European Cup was changed for the ninth time yesterday when European javelin champion Steve Backley was replaced by silver medallist Mick Hill after citing 'technical problems' with his throwing.

Merry cutting a dash as captain;ATHLETICS DAILY MAIL (London) July 13, 2000

BEN JOHNSON sprinted again in Rome yesterday where he ran a world 100m record in 1987. This time his opponent was a woman pickpocket, and he lost. At stake this time for the Canadian stripped of an Olympic gold medal after a positive drug test was not a medal but his own wallet containing GBP 3,150.

Johnson, who is banned for life from athletics after two positive tests for steroids, was robbed by gypsies who distracted him as he walked to a bank on Rome's elegant Via Veneto.

LOAD-DATE: July 14, 2000

LANGUAGE: English

GRAPHIC: SUITS YOU: MERRY IN HER NEW **NIKE** KIT

PUB-TYPE: Paper

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The New York Times

April 25, 2000, Tuesday, Late Edition - Final

Nike's Chief Cancels a Gift Over Monitor Of Sweatshops

BYLINE: By STEVEN GREENHOUSE

SECTION: Section A; Page 16; Column 6; National Desk

LENGTH: 709 words

The chairman of **Nike**, Phil Knight, will not make a planned \$30 million contribution to help his alma mater, the University of Oregon, renovate its athletic stadium because the university joined a factory monitoring group other than the one he supports, a senior **Nike** official said yesterday.

Mr. Knight, a billionaire who heads the world's largest footwear company, has given about \$30 million to the university over the last decade, but company officials said he was disturbed that the university joined the Workers Rights Consortium, a student-backed monitoring group.

Nike, which has faced criticism over working conditions in its overseas factories, has often faulted the consortium for being unfriendly to apparel and footwear manufacturers. **Nike** is an enthusiastic member of another monitoring group, the Fair Labor Association, a White House-backed organization that, unlike the Workers Rights Consortium, has apparel companies on its board.

In a statement, **Nike** said: "The University of Oregon, despite its unique relationship with **Nike** and Phil, is free to align itself with the Workers Rights Consortium. However, it does not mean that we are required to support those efforts with which we have fundamental disagreements."

The University of Oregon, based in Eugene, has been developing plans to renovate and expand Autzen Stadium, a project that is expected to cost \$80 million. University officials said they still hoped to talk with Mr. Knight to see whether he might reconsider his decision.

Randy Newnham, a university senior and a coordinator of the Survival Center, which supports social justice and human rights, criticized Mr. Knight's decision.

"It's kind of amusing, considering that he's upset that we joined some labor-monitoring body," Mr. Newnham said. "He keeps claiming that his company is socially responsible and they don't use sweatshop labor. If that's the case, why is he so upset that we joined this monitoring group? It kind of implies that something isn't quite up to par."

Over the last six months, student groups at dozens of campuses have held sit-ins and demonstrations to pressure their universities to join the Workers Rights Consortium, instead of the Fair Labor Association. The consortium, set up by students with the backing of several labor unions, now has 45 universities as members. It monitors overseas factories that make hats, T-shirts and other apparel that are made under license and carry a university's logo.

The students assert that the Fair Labor Association is dominated by corporations and will not be vigorous in its monitoring. Its members include several consumer groups, human rights groups and 130 colleges.

Nike's Chief Cancels a Gift Over Monitor Of Sweatshops The New York Times April 25, 2000, Tuesday, Late Edition - Final

Nike officials criticize the consortium's makeup and its requirement for surprise monitoring visits.

"We object to the Workers Rights Consortium because it does not provide a seat on the table for companies," said Vada Manager, a **Nike** spokesman. "Another issue is it has a 'gotcha' monitoring system, which in our minds is not a serious way to achieve the common goal that we all want to achieve, which is to eradicate sweatshop conditions."

To pressure **Nike**, United Students Against Sweatshops, the umbrella group backing the consortium, the Union of Needletrades, Industrial and Textile Employees and other groups issued a report yesterday that criticized **Nike** for using sweatshops. The report faults **Nike** for doing much of its production in China, where independent unions are prohibited and where, the report said, workers are paid at most \$1.50 for a pair of shoes that sells for \$100.

Nike officials assert that the company has made great strides in improving its factories, that they do more monitoring than most companies and that their factories usually pay more than other factories in the regions where they are situated.

Last month, **Nike** said it was ending its agreement to supply Brown University's hockey teams after Brown joined the consortium. Brown officials said **Nike's** move resulted from miscommunication.

Nicholas Reville, a Brown junior active in United Students Against Sweatshops, said **Nike** and Mr. Knight moved against Brown and the University of Oregon, to warn other universities against join the Workers Rights Consortium.

<http://www.nytimes.com>

LOAD-DATE: April 25, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo: Phil Knight

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The Mirror

October 20, 2000, Friday

SPRING FEVER; TRAMPOLINE-HEELED TRAINERS SET TO BE THE LATEST TEENAGE CRAZE

BYLINE: Andy Lines, Us Editor In New York

SECTION: NEWS; Pg. 33

LENGTH: 287 words

TEENAGERS are set to jump on the latest craze - high-tech bouncing shoes dubbed "trampoline trainers".

Sportswear giant **Nike** are releasing the pounds 100 a pair shoes, named Shox, with a huge advertising campaign simply called Boing.

Despite their high cost industry experts think they will soon become a cult fashion accessory for youngsters around the world.

John Horan, publisher of Sporting Goods Intelligence, said: "The 14-year-old trainer connoisseurs will think it's cool and new - and that's where this is aimed." Scientists have spent 16 years perfecting the trainers, which use special foam - the same as that used in the nose cones of Formula 1 racing cars - in the heel to produce the bounce effect.

There are three types for running, basketball and training.

They will go on sale in Britain this year.

But top American sports stars including Olympic gold medallists Maurice Greene and Marion Jones and basketball star Vince Carter, are already wearing the shoes.

Mario Lafortune, director of **Nike** sports research laboratory, led the team which has been testing them since 1984.

He said that four columns of high density foam in the heels act "just like the suspension system of a car - they are the suspension system for the athlete.

SPRING FEVER;TRAMPOLINE-HEELED TRAINERS SET TO BE THE LATEST TEENAGE CRAZE The Mirror
October 20, 2000, Friday

"They make the difference between landing on concrete and landing on a small trampoline.

"They the most tested piece of footwear technology ever to come out of our lab."

And Juliet Moran, **Nike** vice-president, added: "With **Nike** Shox we set out to really push the envelope of athletic footwear.

"**Nike** Shox delivers on what people expect from us - a unique combination of innovation and performance with a little bit of magic."

LOAD-DATE: October 20, 2000

LANGUAGE: ENGLISH

GRAPHIC: WEARER: Greene; USER: US basketball star Carter wore Shox at; Olympics

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Sydney Morning Herald (Australia)

June 24, 2000 Saturday
Late Edition

Swift suit comes out of the closet; ATHLETICS

BYLINE: LOUISE EVANS and agencies

SECTION: SPORT; Sporting Life; Pg. 74

LENGTH: 563 words

Following hot on the high-tech heels of the adidas neck-to-ankle compression suit, **Nike** has unveiled its rival "swift suit" for sprinters at the Olympics.

Cathy Freeman and fellow **Nike**-backed athletes Marion Jones, Maurice Greene and Michael Johnson have tested the full-body version which has been two years in the design and making.

Teams from Australia, the United States, Kenya and other countries contracted to **Nike** for the Olympics will be offered the suits to test and wear at the Games, subject to approval.

Athletes testing the adidas suit include Commonwealth 100m champion Ato Boldon, Olympic champion Donovan Bailey and Matt Shirvington.

Like the adidas model, **Nike's** suit is designed to protect muscles and facilitate movement. It differs from adidas in that it is hooded, has mesh ear holes, half-gloves and stirrups, and is made from five different fabrics.

Marion Jones, the world's fastest woman, will line up in the suit for the first time in the 100m at the Prefontaine Classic grand prix meeting in Eugene, Oregon, this weekend.

The 100m world champion has already tested it in training and declared it "awesome".

"When you get into the suit and it's so sleek and smooth, it seems like you are going to cut through the wind, through the air," Jones said.

"I am ready to run fast period. I am probably going to do that whatever. It's going to be interesting to see this weekend ... how much faster I am going to run. But it's about performance, that's what it comes down to."

Nike-backed Australian sprinter Damien Marsh agreed, saying that training and performance made the athlete, not clothing.

Marsh said he was wearing distance-running spikes to relieve pressure on a sore Achilles when he lined up and won the 1995 grand prix final in Monte Carlo in 10.13s. He spent the next two years out of the sport after rupturing his Achilles but is now back training for the Olympics.

Swift suit comes out of the closet; ATHLETICS Sydney Morning Herald (Australia) June 24, 2000 Saturday

"To me it doesn't matter what you wear. Because of the rigid spike plates you get on shoes these days you'll get a lot of guys getting Achilles problems.

"I can see the sense with these **Nike** suits being tight-fitting but it gives you a false sense of security. What happens when it starts to stretch and doesn't hold you in the same way? The only way is to do it yourself, get out there and do the sit-ups to get strength through the abdominals and back work to keep your shoulders strong.

"At the end of the day Carl Lewis didn't need a suit to run fast. It's not for me, either."

Nike-backed Australian Commonwealth long-jump champion Peter Burge was circumspect about the prototype suit he has seen but not worn.

"The one I saw was all-white, so it looked a bit suss, it would look good on Oxford Street but when they put some colour to it, it should be fine," Burge said. "I've been told there's a good chance we'll have it for the Olympics which would be pretty cool. I would only wear it in warm-up if it was cold to keep warm.

"It would stop getting sand in your shorts but I wear tights so I've got that problem sorted. I get sand in my shoes but I am too superstitious to take my shoes off in between jumps. I like everything to feel the same the whole competition. I just try and shake it out.

"I don't think a suit is going to make me jump further, either. I don't want to attract people because of the way I look. I want to attract people because of how far I jump. That is the issue."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: Is it a bird? Is it a plane? ... no, it's US 800m runner Gina Dewitt on the streets of Beaverton, Oregon, in **Nike's** new swift suit. Photograph by AP

PUBLICATION-TYPE: Newspaper

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The Daily Record (Baltimore, MD.)

September 7, 2000, Thursday

BYLINE: By Rachel Mansour ; Daily Record Business Writer**SECTION:** Pg. 1Abot**LENGTH:** 751 words

Tucked away in a office on Baltimore's South Street is Global Alliance for Workers and Communities, a not-for-profit group with a grand scheme -- to alleviate poor working conditions in overseas factories -- and even bigger partners, including **Nike** Inc. and Gap Inc., to carry it out. Global Alliance, an initiative of the International Youth Foundation, was formed in April of last year by **Nike**, the Gap, The World Bank Group and Pennsylvania State University, among other organizations, to give foreign factory workers a voice about their working conditions through one-on-one interviews, which guide Global Alliance in developing programs that address those concerns. "The Global Alliance formed as part of an effort to provide workers with an opportunity to develop their potential and fulfill their aspirations," said Kevin F.F. Quigley, executive director of the group. He pointed out that healthy and happy workers help the factories run more smoothly and the corporations that run them turn better profits. **Nike** said this program is a chance to attack a pervasive issue differently and strategically. "We felt like we needed to do something completely innovative and to focus on the worker and the factory manager," said Maria Eitel, vice president and senior adviser for corporate responsibility at **Nike**. "We are opening up the whole process with opinions of workers. This is really a different way of working and will make some really important contributions." **Nike** has supplied \$ 7.7 million and the Gap has pledged \$ 5 million during the next five years, and the John D. and Catherine T. MacArthur Foundation provided a \$ 250,000 grant. The funds will support the assessments and programs in 12 countries, including Thailand, Vietnam, Indonesia, China and possibly India, Mexico, Bulgaria and Romania. The group expects to spend about \$ 14 million over five years. There are no conflicts of interest, Quigley said, because worker interviews are confidential and the corporations and factory managers cannot attach strings to their participation or in the funding of Global Alliance. Survey participation is voluntary and workers are compensated for their donated time. Eitel touted the group's "transparency" as it publishes its methods and quarterly findings on its Web-site, www.theglobalalliance.org. Thus far the group has surveyed about 4,000 workers -- most of whom are young women -- in 12 **Nike** apparel and shoe factories in Thailand and Vietnam. Operations are underway in 19 of Indonesia's Gap and **Nike** factories, said Quigley. Global Alliance will be working with factory workers in China by early next year, he added. Most workers in the Thailand and Vietnam factories believe they are paid fairly but want access to health care and training for future job growth opportunities, according to Global Alliance's first annual report. For instance, 47 percent of Thailand's survey participants want to resume basic education. Many workers complained about persistent colds and headaches. Although they receive free annual physicals, they often do not know how to interpret the results, the report said. Global Alliance is in the midst of organizing health clinics, medical training seminars and health-care education programs on reproductive health in the Thailand and Vietnam factories. Setting up schools and classes for workers during and after work is in progress. Faced with a daunting challenge, the partnership has trimmed some of its initial goals during the past year. It originally planned to reach 25 countries and to monitor illegal working conditions, but the number of countries has been cut to 12. Global Alliance will only report illegal activities when revealed during the assessment process, the annual report said. The group's partners have realized they can't fulfill every worker need and will rely more on local nongovernmental organizations to help carry out programs, the report stated. More corporate partners will augment the group's potential through funding and access to other types of factories, Quigley said. "We are beginning to lay the foundation for a very successful initiative, but this is not easy. It

is a complicated environment to work in," he said. "This is just our first step. The next step is to act and to deliver effective and sustainable programs. At that point we could say with much more confidence that we have been successful."

LOAD-DATE: September 7, 2000

LANGUAGE: ENGLISH

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Manchester Evening News

September 28, 2000

Nike poised to boot Umbro off Reds' kit**BYLINE:** CHRIS BARRY**SECTION:** BUSINESS; Pg. 7**LENGTH:** 331 words

PREMIERSHIP champion Manchester United has struck a world record GBP 300m kit sponsorship deal with US sportswear firm **Nike**, it was reported today. The GBP 20m-a-year contract, to run for 15 years, could be confirmed on Monday, when the club announces half-year results.

Manchester United shares climbed 17p - 6.59 per cent - from 257p to 274p in early trading. The deal, yet to be confirmed by either party, will dwarf the GBP 65m **Nike** paid for a 10-year deal with the Brazilian FA.

The contract, which underlines the strength of Manchester United as the leading global sports brand, is set to begin at the start of the 2002-3 season. While the **Nike** deal is good news for United and its shareholders, it will be a body blow to Manchester sports brand Umbro, which has supplied the famous red shirts for the last eight years.

However, Martin Prothero, head of marketing at Umbro International, was not giving up hope. Umbro has a contract with Manchester United until July 2002. We continue to be in negotiations about our ongoing situation."

Despite the strong links between Umbro and Manchester United - Reds' chief executive Peter Kenyon and group marketing director Peter Draper both used to work in senior roles there - Umbro may ultimately lack the financial muscle to out-bid **Nike**, one of the biggest sportswear companies in the world. Umbro also supplies the England kit and also has deals with leading clubs Chelsea and Celtic. Mr Prothero was not willing to discuss the possible impact of losing Manchester United, which experts say would be the jewel in the crown" for any sportswear company.

Roy Kaitcer, of Manchester stockbrokers Wise Speke, raised questions about whether United will be able to confirm the deal with **Nike**, with so much of the Umbro deal still to run. United's group marketing director Peter Draper declined to comment on the reports today, stating: I am not in a position to say anything."

LOAD-DATE: May 11, 2001**LANGUAGE:** English**GRAPHIC:** Diamond deal . . . but will the Umbro logo disappear off Man United's shirts?

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The Mirror

September 6, 2000, Wednesday

FOOTBALL: **NIKE** SAY JUST DO IT, FERGIE

BYLINE: Alan Nixon

SECTION: SPORT; Pg. 41

LENGTH: 176 words

SIR ALEX FERGUSON is being head-hunted by sportswear giants **Nike** to become their football ambassador - on a massive contract.

Talks between the Manchester United boss and the American company are at an advanced stage and Ferguson may sign a deal shortly.

Ferguson has been targeted by the firm as the ideal man to front their push for top football contracts with clubs and players worldwide.

He revealed to United shareholders that he is considering one lucrative job offer after being pursued by dozens of top companies.

He said: "I've got a lot of offers already. One of them is really staggering. It would be a four-year contract for a huge amount of money and would involve a lot of travelling."

The salary being discussed is around pounds 1million-a-year on a four-year contract with VIP expenses, and the possibilities of bonuses are endless.

And **Nike** may even be willing to offer Ferguson the job on a 'part-time' basis. However, it would too demanding for Ferguson to work at United in a significant capacity as well.

LOAD-DATE: September 6, 2000

LANGUAGE: ENGLISH

GRAPHIC: FERGIE is laughing all the way to the bank

FOOTBALL: NIKE SAY JUST DO IT, FERGIE The Mirror September 6, 2000, Wednesday

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Australian Financial Review

September 28, 2000 Thursday
Late Edition

Ambush! All's fair in adland wars; OLYMPIC FEATURE

BYLINE: Rochelle Burbury

SECTION: NEWS; Pg. 34

LENGTH: 1834 words

Ambush marketing, or parasite marketing as some prefer to call it, is not about ethics but opportunism. And it is a major problem for the IOC because it can devalue an Olympic sponsorship, writes Rochelle Burbury.

While Ian Thorpe basked in the adulation of winning a Gold medal in the 400 metres swimming last week, one Olympic sponsor was not amused.

As Thorpe stood on the dais, the **Nike** logo on his team tracksuit was covered by the Australian flag. Thorpe is, of course, sponsored by non-Olympic sponsor adidas, and there are suggestions that **Nike** believed adidas had persuaded Thorpe to intentionally cover the competitive logo.

Both adidas and Thorpe deny any deliberate attempt to hide the **Nike** logo, but the incident has echoes of the US Basketball "Dream Team" at the 1992 Games, when several high-earning players refused to wear the Reebok team tracksuit to receive their medals because they were sponsored by **Nike**.

A compromise was reached when the players draped the US flag over the logo.

"I've got about two million good reasons not to wear Reebok," player Charles Barkley said at the time. His **Nike** stablemate Michael Jordan added: "We agreed not to deface the Reebok outfit. The American flag cannot deface anything."

Thorpe's manager, David Flaskas from Grand Slam International, says he and Thorpe would not condone such activity, which he describes as "bordering on paranoia".

"Ian was there to race, not to worry about his sponsorship obligations.

"On the night of the 400m everything was a blur [to Ian] and he was so emotional he was in no state to put a flag over a logo," Flaskas says. "The rivalry between adidas and **Nike** has probably got more to do with it than Ian."

Before it became a Sydney Olympics sponsor at the 11th hour late last year, **Nike** had been known as one of the most celebrated ambush marketers.

In Atlanta, **Nike** built an interactive sports centre overlooking the Olympic park and after sprinter Michael Johnson, wearing gold **Nike** shoes, won a Gold medal, he said: "Just as I'm part of the Olympics, **Nike's** part of the Olympics."

In Sydney, the now non-sponsor adidas has built an athlete hospitality and international media centre at Sydney's Shore school.

It has hosted numerous exclusive media events with its sponsored medal-winning athletes, including one with Thorpe at Taronga Zoo's seal pool which saw 150 members of the media attend. "adidas has done a fabulous job," says sponsorship marketing expert Kim Skildum-Reid, who hosted a series of ambush marketing workshops before the Games. "They partner 26 of the 28 sports in the Olympic Games and that's absolutely a 100 per cent true statement and that's what people take away. And everyone knows the two sports they don't [sponsor]. They've almost outNike-ed Nike."

adidas marketing director Rob Mills says adidas equips 3,500 athletes and has every right to promote its association with sport. He denies, however, that adidas put Thorpe up to covering the Nike logo.

"We briefed all our athletes pre-Games. We sat down and said we expected them to comply and wear the [team] uniforms. Frankly, it's ironic that some people are making those assumptions," he says.

"We in no way asked out athletes to do that ... We've been on the other side of that as well and we respect that another brand is a sponsor and has certain rights."

Mills also defends adidas's marketing program. "We define ambush marketing as when you break laws. We've been very careful right from the start of our planning in '97 that we don't break local laws and our commitments to the International Olympic Committee," he says.

"We don't at all see ourselves as ambush marketers but as sports marketers at the biggest sporting event ... If we come out of research results as an Olympic sponsor we'll be extremely disappointed. We want our brand to strengthen and be seen as a premium sports brand [and] we are confident that we're moving in that direction."

Ambush marketing, or parasite marketing as some prefer to call it, is not about ethics, but opportunism. An IOC international study of consumers in 1996 found that 25 per cent thought ambush marketing was clever. Done well, it can muddy the waters of who is an official sponsor. You only have to look at research in June and July by Sweeney Sports, which measures consumer awareness of Olympic sponsors, to see how effective ambushing can be. Among its rankings of most recognised Olympic sponsors, non-sponsors adidas and Qantas ranked seventh and eighth respectively.

Ambushing is a major problem for the IOC because it has the potential to devalue an Olympic sponsorship. Ambush marketing is notoriously difficult to police, despite legislation to protect sponsors, and there is no law that states that it is prohibited, according to lawyer Kate Jordan from Clayton Utz.

Even though IOC marketing director Michael Payne sees Sydney's Games as the most ambush-free of any Olympics, there has been plenty of borderline activity and several breaches of legislation designed to protect sponsors before the Games began.

Before the Games, SOCOG was able to prevent incidences of ambush marketing, including attempts by washing powder manufacturer Omo and National Australia Bank. Mazda was forced to withdraw an ad in July which congratulated its sponsored swimmers Michael Klim and Thorpe for making the Olympic team, and Fairfax narrowly averted pulping its Good Weekend magazine last week after an ad from OzEmail featured pole

vaulter Emma George breaching the AOC's guidelines.

Non-sponsor Mitsubishi, whose ads use the line "Gold, Silver Bronze, Silver, Gold, Diamond", has slipped through the loop because its ads are considered to be congratulatory. Non-sponsor Yamaha, which featured on musicians' instruments during the Opening Ceremony, was able to get away with it because instruments were considered equipment by the IOC, as are the giant TV screens and time results with branding by sponsors Panasonic and Swatch in

various venues.

No company would admit to being an ambush marketer, preferring to defend their right to promote themselves during the world's biggest sporting event. But there is little doubt that ambushing is alive and well in Sydney.

National Australia Bank tried its luck in 1997, just after Westpac was announced as a sponsor, with its "Team National" advertising featuring 12 athletes. But sponsorship experts branded it as "contrived", particularly because NAB had little history of supporting sport.

Qantas has been more successful. It began its campaign back in 1997, when it signed up 40 athletes 30 of whom were Olympians to feature in its advertising. Qantas has consistently denied that it is ambush marketing but rather promoting its long association with sport. It was caught out last month, however, after Olympic sponsor Ansett took legal action over two newspaper advertisements one featuring Cathy Freeman and another promoting its "Olympic sale".

The matter was settled out of court and overnight just before the start of the Games all Qantas's advertising featuring athletes was removed and replaced by a new "I still call Australia home" campaign with the children's choir. Its ads now carry the disclaimer "Qantas is not an Olympic sponsor".

Ansett accused its rival of being "un-Australian" and at the time, Qantas deputy chief executive officer Geoff Dixon said: "No-one and no legislation I know of says that an 80-year-old company with our reputation cannot market ourselves during this event."

Ansett Olympics spokesman Michael Rolnick says his airline has not had any concerns from Qantas during the Games.

"We didn't go to court to say [Qantas] couldn't advertise during the Games. There were two examples in newspapers which indicated to us a trend where it specifically violated the Trade Practices Act and the Olympic Indicia Act. We had a very strong case and had some support from SOCOG and the IOC but we could have had some more," he said.

"It's something any sponsor would do to defend its position ... the legal action and subsequent settlement left Ansett very pleased with the outcome."

Skildum-Reid says without the legal action, Qantas has mounted an almost perfect ambush.

"What sponsorship is about and when it's really powerful is when it makes an emotional connection with your audience.

"They've managed to convey a pride in our athletes and showcasing Australia and a pride in Australia more than any other sponsor has. They're almost ambushing the emotion and that's what makes it so powerful," she says.

Sponsor Carlton & United Breweries also had cause to take rival Lion Nathan to court after it ran ads stating that its brand Tooheys was the "beer of choice" at Stadium Australia. The matter was settled out of court but CUB is still seeking damages and relief and will head back to court next month.

Lion Nathan, however, defends its position. "Those ads stopped in August before any of this CUB suggestion we were involved in ambush marketing," spokesman Gabriel McDowell says.

"Tooheys New is the official beer at Stadium Australia for every event outside Olympic events and we believe it's perfectly legitimate and a natural promotion for us to be involved with. We'll definitely be defending it [in court] because we believe we've done absolutely nothing wrong with that promotion."

Tooheys' television commercials, including one where the marathon blue line diverts to a backyard barbeque, has featured in stories on German, French, American and British TV shows. The ads carry a similar disclaimer to Qantas.

"The ad makes it abundantly clear that we're not a sponsor ... it's entirely appropriate beer is a large part of celebration

and we all have a duty to promote ourselves during this period. If it was ambush marketing I'm sure CUB would be on to it. Just because our competitor is a sponsor of the Games doesn't mean that we'll sit back and do nothing. That would be unprofessional."

The Olympic venues and live sites so far have been relatively ambush free. SOCOG legal counsel and brand protection manager Catherine McGill and her team of 50 ambush police have found only isolated incidences of breaches, usually by spectators carrying flags partly branded who did not understand the laws.

"We've been very, very lucky ... There's been nothing on an orchestrated level and we're extremely pleased with the result," she says. "The counterfeiting program has been extremely successful as well ... We have found certain infringements but it's much lower than prior to the Games."

Skildum-Reid says ambushers are more sophisticated with their programs today.

"People are starting to realise that old-style ambushing of sneaking your logo into the stadium and holding it up behind a goal post doesn't work anymore ... In the past a lot of ambush was done for ambush's sake because it was there but did it work for their brand? Not really," she says.

"Now it's bigger and functions very much like a sponsorship without the fee. It's planned and budgeted for for years exactly the way their counterparts, the sponsors, are doing."

LOAD-DATE: April 11, 2012

LANGUAGE: ENGLISH

GRAPHIC: Illus: Qantas's advertising featuring athletes was removed and replaced by a new campaign with the children's choir following legal action by Ansett. Photo-Illustration: ROB HOMER

PUBLICATION-TYPE: Newspaper

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Hamilton Spectator (Ontario, Canada)

September 16, 2000 Saturday Final Edition

Nike signs Tiger Woods for \$100m US, but is he worth it?

SOURCE: The Associated Press

BYLINE: Doug Ferguson

SECTION: SPORTS; Pg. E05

LENGTH: 459 words

Golf

Tiger Woods formally signed a new five-year endorsement contract with **Nike** yesterday as industry analysts tried to answer the 100-million US question.

Is a golfer worth that much money?

"Part of that answer rests with what **Nike's** ultimate goals really are," said Bob Williams of Chicago-based Burns Sports Celebrity Service, which matches athletes with corporate sponsors.

"The good news is they found Michael Jordan's replacement as the most marketable athlete in the world, and the best athlete in the world."

The downside, Williams said, is that golf is a niche sport that doesn't reach the masses and doesn't have the television ratings the NBA pulled in during the Jordan era.

"How much growth is there in golf?" Williams said. "And how much can **Nike** capitalize?"

The deal is worth an estimated \$148.6 million Cdn over five years, according to a source close to the negotiations who spoke on condition of anonymity. It is believed to be the richest endorsement contract in sports, depending on how that is defined.

Williams said Jordan made as much as \$37 million a year, depending on sales. Former heavyweight champion George Foreman recently sold his likeness to Salton Inc., which makes barbecue grills, for more than \$204 million in cash and stocks.

But that was a lifetime deal. Woods' new contract expires in 2006 when he will be 30 and just hitting the prime of his career.

"The value **Nike** received on the first contract caused me to come to my conclusion that it would be chump change," his father, Earl Woods, said of the five-year, \$59.4 million deal that raised eyebrows in 1996.

"And this contract will be chump change compared to the next one, because Tiger is only going to get bigger and better."

Nike signs Tiger Woods for \$100m US, but is he worth it? Hamilton Spectator (Ontario, Canada) September 16, 2000
Saturday Final Edition

While not discussing specifics of the contract, **Nike** Golf president Bob Wood said money was not the best way to measure Woods' worth.

"We don't even look at it like that," he said. "When the first one came out, everyone said, 'What the hell did you do that for?' His representation is enough to reinforce everything we stand for -- competitiveness, excellence and a desire to be better."

Trying to measure Woods' value goes beyond **Nike**.

Agent Mark Steinberg said yesterday he is working on contract extensions with other companies Woods endorses, such as American Express and EA Sports.

He said "They will compensate Tiger fairly for what he does for each of them."

But **Nike** is in a different league. Woods is a walking swoosh from the top of his hat to the heel of his shoe.

"He's the most photographed athlete -- and maybe the most photographed entertainer," Steinberg said. "**Nike** is the only brand you can see on this person. That's why it makes it a more all-encompassing endorsement."

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo: Tiger Woods

TYPE: News

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Sydney Morning Herald (Australia)

December 1, 2000 Friday
Late Edition

Accountant fires back: deal made Freeman rich

BYLINE: Jacquelin Magnay

SECTION: NEWS AND FEATURES; Pg. 2

LENGTH: 448 words

Cathy Freeman earned more than the Australian cricketer Shane Warne from her main sponsor **Nike** and, rather than being naive, was actively involved in her financial affairs, her former accountant Peter Jess claimed yesterday.

Jess revealed that Freeman has not one, but two lucrative **Nike** deals. "They rocketed her to pre-eminence in sponsorship history," he said.

The first deal was a personal contract worth "multi-millions" as a result of compounding performance bonuses that he said made her Australia's highest-paid sportswoman. The second was a contract co-joined with the Melbourne International Track Club (MITC) which was specifically designed to "double-leverage" her money. Both were signed in 1996.

Jess said **Nike** was totally unaware that the bulk of its four-year \$1 million contract with MITC would go to Freeman.

Freeman has submitted court documents saying she was only entitled to \$5,000 a year and some licensing rights under the MITC **Nike** contract, but Jess yesterday alleged that Freeman "received nearly \$500,000 in direct benefits from it".

Jess and Freeman's former partner Nick Bideau, who are both directors of MITC, are suing the Olympic champion for breach of contract after she ripped up their management contract in May. The case is to be heard in the Victorian Supreme Court today.

Jess said: "The only people who will win out of this case are the lawyers; it is just a joke. She hasn't done badly, and we have been pilloried for doing a creative job."

Bideau said yesterday: "The case is out of my hands, otherwise it would have been sorted out by now". Jess has rejected Freeman's claims to the court that she was "at a special disability" and "naive and inexperienced". He says she attended nearly all of the meetings with **Nike** when the deals were being negotiated and that around 12 months ago Freeman and her husband Sandy Bodecker went through her financial dealings.

"They understood the structure of her finances and approved of it all," Jess said.

He said the MITC was a vehicle for Freeman to recoup sponsorship monies lost just after the Atlanta Olympics, when Kelloggs and Schweppes failed to renew their deals after she won a silver medal. Bideau and Jess had come up with the idea of creating a private club based around Freeman, but attracting others of the ilk of marathon runner Steve Moneghetti.

Accountant fires back: deal made Freeman rich Sydney Morning Herald (Australia) December 1, 2000 Friday

"MITC mirrored the contract she already had with **Nike**, and for that we gained an extra \$500,000 over the period of the contract without her doing one extra single thing," Jess said.

"**Nike** didn't know how much money was going to Freeman; from their point of view it was a sponsorship deal of 27 athletes, although the bulk of that went to Catherine Freeman."

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: Illus: Freeman ... ``actively involved".

PUBLICATION-TYPE: Newspaper

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New Straits Times (Malaysia)

February 19, 2000

Raid on Kuantan shop nets imitation sports shoes

SECTION: National; Pg. 7

LENGTH: 217 words

DATELINE: Kuantan

KUANTAN, Fri. - The Pahang Domestic Trade and Consumer Affairs Enforcement Unit seized some 30 pairs of imitation **Nike** sports shoes worth about RM1,200 at the Kuantan Parade shopping complex.

Investigation revealed the trader had obtained the shoes, which were made in China, from a source in Batu Pahat, Johor.

The Pahang Domestic Trade and Consumer Affairs Enforcement Unit had informed their counterpart in Batu Pahat to enable action to be taken.

The New Straits Times was informed that the Domestic Trade and Consumer Affairs Enforcement Unit in Batu Pahat had successfully seized a large number of popular branded sport shoes from a warehouse there based on the information.

Assistant Enforcement Unit head Ahmad Sharif said action was taken against the shop at Kuantan Parade after the department was informed by the **Nike** distributor in Kuala Lumpur on the sale of the imitation shoes.

"Based on that report, we raided the sports equipment shop," he said.

Ahmad said if the trader were to be found guilty of selling imitation goods, he could be fined up to RM50,000, as stated in the Trade Description Act.

He added that if customers were not careful when purchasing **Nike** shoes, they might be conned into buying the imitations at the price of the original.

LOAD-DATE: March 1, 2000

LANGUAGE: ENGLISH

GRAPHIC: Picture - Seized ... Ahmad arranging the 30 pairs of imitation **Nike** shoes which were seized from the

Raid on Kuantan shop nets imitation sports shoes New Straits Times (Malaysia) February 19, 2000

Kuantan Parade Shopping Complex, on Tuesday.-By Nik Hariff Hassan.

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The Toronto Star

August 30, 2000, Wednesday, Edition 1

CARTER, NIKE REPORTED NEAR SIGNING A WHOPPING SHOE DEAL**SECTION:** SPORTS**LENGTH:** 561 words

Doug Smith HONOLULU - A Vince Carter-Tiger Woods showdown, perhaps?

Carter, one of the NBA's most marketable commodities, may be soon joining Woods, arguably the hottest personality in the sports world today, in the **Nike** endorsement fold.

The Internet site Hoopstv.com reported yesterday that Carter, **Nike** and Puma had agreed to a deal that would settle a dispute with Puma for about \$18 million (all figures U.S.) and pay Carter about \$12 million over the next six years as another **Nike** client.

Merle Scott, one of Carter's agents with the firm IMG, told The Star yesterday that no deal had been finalized to allow Carter to finally get fully clear of a contract he had originally signed with Puma three years ago.

Carter denied the Internet report.

"There's no deal," he told Associated Press. "Everybody thinks they know everything that's going on with me. I'm tired of it, really," Carter said at the U.S. Olympic basketball team training camp. "I just got out of a Puma suit, so how can I have a deal ready?"

"Everybody's jumping the gun."

But a source close to Carter did say negotiations are continuing and could wrap up before the end of the week.

"It's my impression (Vince and his agents) still have some work to do with Puma," Ralph Greene, **Nike's** global director of basketball, was quoted as saying by the Internet site.

Puma and Carter are trying to settle a contentious \$13.5 million arbitration award the footwear and clothing company won after Carter breached his original deal.

Carter's original agent, the currently indicted Tank Black, got his client a 10-year, \$25 million deal with Puma. Carter tried to walk away from the deal in the middle of last season, saying the Puma shoes he was wearing were ill-fitting and uncomfortable, but the company won the \$13.5 million judgment.

It's unclear exactly how much Puma will get immediately in any deal Carter reaches with **Nike** and how much might be in future cash considerations. Carter's agents and lawyers have been negotiating with Puma and other footwear-clothing companies since the arbitrator awarded the company the startling sum last month.

CARTER, NIKE REPORTED NEAR SIGNING A WHOPPING SHOE DEAL The Toronto Star August 30, 2000,
Wednesday, Edition 1

Although the value of shoe and clothing deals in the NBA are closely guarded secrets, people with knowledge of the contracts say the Carter deal would be one of the most lucrative in the league if it approaches the \$2 million a year value.

It will also allow Carter to finally wear clothing and shoes that bear a logo. Under terms of the binding arbitration decision, Carter had been unable to wear the logos of any company that competes with Puma.

Meanwhile, the rift that's apparently developed between Carter and his one- time teammate Tracy McGrady has caught Carter by surprise.

Disrespected by members of McGrady's family and entourage and the subject of some thinly veiled jealousy from his former teammate, Carter now thinks he might have read the situation between him and his cousin wrong all along.

"That's the only surprising thing," Carter said of a magazine story that made it apparent he and McGrady might not have been as close as Carter thought.

"I felt we were (close) and I read that we weren't.

"I guess that's my fault. I read too deep into the relationship."

Carter refuses to get into a war of words with McGrady, who bolted for the Orlando Magic.

LOAD-DATE: August 30, 2000

LANGUAGE: English

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The New York Times

September 15, 2000, Friday, Late Edition - Final

GOLF; **Nike Deal For Woods Said to Be The Richest**

BYLINE: By CLIFTON BROWN**SECTION:** Section D; Page 4; Column 6; Sports Desk**LENGTH:** 586 words

Tiger Woods signed a five-year endorsement contract with **Nike** yesterday that is believed to be worth \$85 million, making it the richest endorsement deal in sports history.

The exact worth of the contract is hard to estimate because some of the value is tied to sales and incentives. But having already won three major championships and nine tournaments this year, Woods has continued his incredible 2000 run with an unprecedented endorsement deal that will continue his strong relationship with **Nike**. Woods has his own **Nike** line of clothing and shoes, he switched to a **Nike** golf ball in May, and he appears regularly in **Nike** commercials. Woods's current five-year, \$40 million deal with **Nike** expires in September 2001.

The new deal, which runs through September 2006, will begin when his current deal expires.

Bob Wood, the president of **Nike** Golf, refused to reveal specifics of the deal, but he was elated that an agreement had been reached.

"The final details were worked out about 90 minutes ago," Wood said last night from his office in Beaverton, Ore.

"We've been negotiating for about 18 months, but I.M.G., **Nike**, and Tiger have all been in the same ballpark for awhile now," Wood continued. "A lot of people thought we overpaid for Tiger in his original deal, but we don't feel we overpaid for him then, and we don't feel we overpaid for him now. We think it's a fair deal for everybody. He's had a huge impact on **Nike** and on **Nike** golf, and we think that will continue for the next 25 years or more.

"A lot of people have compared Tiger to Michael Jordan, but one thing that makes them different is that the career of a professional golfer is so much longer than the career of a basketball player. The earning power of a professional golfer is far greater over the course of a lifetime. We're looking forward to extending our relationship with Tiger for the duration of his career, which will extend for the next 20 to 25 years and beyond."

At 24, Woods has won all four major championships, becoming the youngest player to complete the career Grand Slam, and he holds the career scoring record in all majors in relation to par. Television ratings for tournaments increased dramatically when Woods plays, and his galleries are by far the largest on tour, attracting record-setting crowds to tournaments.

Woods signed a five-year \$30 million endorsement deal with Buick worth \$30 million earlier this year, and he has endorsement contracts with several other companies. Obviously, Woods is financially secure for several lifetimes, but his father, Earl Woods, said that no business deals would diminish Woods's intensity.

GOLF;Nike Deal For Woods Said to Be The Richest The New York Times September 15, 2000, Friday, Late Edition - Final

"For Tiger, it has never been about the money," Earl Woods said yesterday from his home in Cypress, Calif. "I have a kid who is basically self-motivated, and for that, I thank the Lord. He doesn't need someone waving dollar signs in front of his face to get him going. His performance isn't going to drop off just because he signs a deal, or earns a certain amount of money. Tiger has no comfort zone when it comes to competition. People don't believe me, but he's going to get much better. We've only seen the tip of the iceberg."

Nike is considering making golf clubs as well in the future, but Wood said the company had not made a final decision.

Woods will make his next appearance at the President's Cup in mid-October. Having already won a record-setting \$8.2 million this year, he could become the first player to reach \$10 million in earnings in a single year.

<http://www.nytimes.com>

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

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EVENING CHRONICLE (Newcastle, UK)

July 12, 2000, Wednesday Edition 1

Exclusive designer gear stolen from rep's car could lead to sales on internet

BYLINE: by Andy Lloyd

SECTION: LOCAL NEWS, Pg. 5

LENGTH: 439 words

THIEVES hit the jackpot when they stole a top designer collection right from under the noses of sportswear bosses.

Sports clothing giant **Nike** fears that rogues are already hawking the exclusive new designs around North East pubs and clubs.

The collection is so rare that **Nike** sales reps have been mugged for samples.

Trading standards officials fear the garments could fall into the hands of master fakers and end up being sold on the internet.

Launched

The huge counterfeit market already costs the UK a massive £358 million each year and costs workers more than 17,500 jobs.

In the latest scam, crooks got away with the £3,500 stash of watches and clothes from **Nike's** streetwear range set to be launched next spring.

They broke into the **Nike** rep's car parked outside his home in Forest Hall between Saturday night and Sunday morning.

Jonathan Holiday, the 33-year-old outdoor sales specialist, based at Doxford Park in Sunderland, said: "This isn't run of the mill, off-the-peg stuff. It's the closest we get to mainstream designer clothes.

"They were in the boot when they got stolen. It must have been only the third or fourth time I'd ever left my bags in the car overnight.

"Sales reps in London have been mugged for samples - these are the lengths some people will go to to steal sportswear.

"Most of it wouldn't be available in the stores until next spring. It's from our All Conditions Gear range, which is pretty rare. We're very selective about which outlets sell it."

Both **Nike** and trading standards officers are hoping the designs will be too hard to copy for counterfeiters, but if the designs are successfully copied, they could be flogged on the internet.

Dave O'Brien, trading standards manager at Newcastle City Council, said: "The internet is now one of the biggest marketplaces where people buy and sell stolen or counterfeit goods.

Exclusive designer gear stolen from rep's car could lead to sales on internet EVENING CHRONICLE (Newcastle, UK)
July 12, 2000, Wednesday

"This is one of the areas our team is increasingly having to check."

The latest haul includes shirts, shorts, combat trousers and jackets which have never been on sale and 30 watches, two of which are prototypes.

Copy

PC Colin Summer-scales, of Wallsend Police, said: "We understand this was one of only four sets in the UK".

Trading standards officers across the region are being notified in a bid to find the gear.

Mr O'Brien said: "Some counterfeiters often have to wait until the sportswear is released before they can copy the designs, but this could give them advance warning for next year. But most bootleggers are only interested in printing a logo on a cheap T-shirt - this might be too complicated for most".

LOAD-DATE: July 12, 2000

LANGUAGE: ENGLISH

GRAPHIC: INTERNET CHECK - Dave O'Brien

Copyright 2000 Newcastle Chronicle & Journal Ltd

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The Times (London)

June 16, 2000, Friday

Football: the advert war

BYLINE: Emma Hall**SECTION:** Features**LENGTH:** 715 words

NEVER before has football been so seductive to the advertiser. Euro 2000 has had financial injections from no less than 22 official sponsors and suppliers.

Top brands - including Carlsberg, Coca-Cola, McDonald's and adidas - are battling fiercely for visibility during the tournament. This battle will intensify and the costs escalate as the new TV football revolution takes hold. The official backers are not only competing against each other, but against the hordes of other advertisers who want to grab the attention of some of the biggest and most captive audiences that television has to offer. Live football is one of the few TV products that needs to be watched there and then, not at some later time of the day when the result is known.

For the bigger matches, the price of a prime-time, 30-second television spot has soared from Pounds 30,000 to Pounds 80,000. Television companies and advertisers are benefiting from the Euro 2000 commercial bonanza as huge audiences and huge revenues combine to form a potent money-making opportunity. They will do even better when the new format kicks in next year.

Take two of the most conspicuous rivals during this tournament, adidas and Nike. The importance to them of cashing in on the football boom was highlighted at last week's International Advertising Association Congress when the top advertising gurus for each brand took the stage for a head-to-head debate.

Tim Delaney (adidas) and Jim Riswold (Nike) agreed that it was not enough to spend millions on advertising - your ad had to be bigger and better than that of the opposition. But here the agreement ended.

The two brands have come up with radically different approaches in their ad campaigns for Euro 2000. Nike's latest commercial is a fierce blockbuster in which the brand's stars are sent on a mission to retrieve the Geo Motion football. Special-effects, fireballs and dungeons show that Nike means business.

Adidas has chosen a more accessible approach with an advertisement set in a deserted Amsterdam square. A thousand footballs are let loose while a hidden camera films passers-by and top footballers enjoying the subsequent kickabout.

Nike and adidas both focus on sport rather than fashion. Delaney boasts: "Adidas is a straight-through-the-rock sports brand. What other people do with adidas equipment is their problem. Adidas is only prepared to talk about sport."

Riswold claims that Nike's approach is more personal: "Our ads talk athlete to athlete. We work on the principle that it is OK to satisfy your friend and ignore everybody else."

Sports advertising exploded in the 1980s when Reebok overtook Nike as the No 1 sports brand. Nike retaliated,

storming on to our TV screens, closely followed by adidas. For a while there seemed to be a clear divide between the two. **Nike** was upbeat, letting its football stars show off their skills in settings such as international airports or Hackney Marshes. Adidas was dark: moody black-and-white footage and Massive Attack's churning music

Nike has taken on the mantle of aggression. Tony Barry, from **Nike's** agency Wieden & Kennedy, says: "Adidas has successfully muddied the water. Their latest ad could be for **Nike**." Insiders at Wieden & Kennedy admit that adidas's latest ad has stolen a march on **Nike** in the Euro 2000 battle. Adidas has come up with a fresh approach, while **Nike's** "mission" commercial is a tired hybrid of two of its earlier, more successful ads - the gladiatorial football match of "good versus evil" and the popular airport ad featuring Brazilian football stars.

The challenge to come up with ever-more imaginative ad campaigns has pushed the stars to greater prominence. But it is getting harder to impress an audience, even with coachloads of top athletes at your disposal.

"There was a time when it was amazing to see all the players together in one ad," says Barry. "Now the top players of the world are regularly seen together on TV playing in the (European) Champions' League, so the advertising has to go even further."

All this advertising clutter means that **Nike** and adidas have to work harder than ever to make themselves heard. And in the battle for sporting supremacy, advertising creativity is the only way to win the game.

LOAD-DATE: June 16, 2000

LANGUAGE: ENGLISH

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San Jose Mercury News (California)

September 15, 2000 Friday MORNING FINAL EDITION**WOODS, NIKE SIGN DEAL ENDORSEMENT CONTRACT WORTH \$100 MILLION****BYLINE:** MERCURY NEWS WIRE SERVICES**SECTION:** SPORTS; Pg. 3D**LENGTH:** 372 words

Tiger Woods has signed a five-year endorsement contract extension with **Nike**, a company spokesman said Thursday.

Those close to the negotiations declined to discuss the financial terms of the contract, but the Associated Press cites "a source close to the negotiations" saying it is for \$100 million and the largest contract in sports marketing history.

Nike Golf President Bob Wood said the only formality left in the yearlong negotiation process is receiving the signed contract in his office. He said he expects to receive it today.

"The negotiating has been done for several weeks now," Wood said. "The only thing left is the logistics of physically having the contract here."

Mark Steinberg, Woods' agent at IMG, said the contract has not yet been signed, but said the negotiations are complete and the signature is a mere formality.

"All of the deal points are in place," Steinberg said. "There are very few times in a player or an endorser's life that both truly feel they got what they deserved. But in this case they do. I would venture to say that Tiger is very happy."

The deal, which calls for Woods to continue wearing **Nike** clothes and using **Nike** balls, is comparable in length to any deal Michael Jordan had while he was an active player, Wood said.

Jordan's endorsement contract terms were never made public, but Wood hinted that Woods' is worth more than anything Jordan made while active.

Earl Woods, Tiger's father, said he did not know the financial details of the contract, but said if the \$100 million speculation is correct, it's worth it.

"It doesn't surprise me at all," Earl Woods said. "He's worth every bit of it. And when the next contract comes around, this one will look like chump change and peanuts compared to that one."

Earl Woods said the same thing in 1996, when, before Tiger hit a shot as a professional, he raised eyebrows by signing a reported five-year, \$40 million deal with **Nike**. That deal would have expired in September 2001.

Since then, Woods, now 24, has won 24 PGA Tour events and has won all four major championships. He holds the scoring record in the Masters, the U.S. Open and the British Open and shares the mark in the PGA Championship.

WOODS, NIKE SIGN DEAL ENDORSEMENT CONTRACT WORTH \$100 MILLION San Jose Mercury News
(California) September 15, 2000 Friday MORNING FINAL EDITION

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo;

PHOTO: Woods

[000915 SP 3D]

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The Daily Telegraph (Sydney, Australia)

January 24, 2000, Monday

They'll be the best Olympics yet, says Nike boss

BYLINE: DAVID LUFF

SECTION: LOCAL; Pg. 7

LENGTH: 269 words

ONE of the world's most powerful sports powerbrokers yesterday delivered overwhelming endorsement of Sydney's Games preparations, predicting the 2000 Olympics would be the best yet.

Fresh from a first-hand inspection of the Olympic facilities, **Nike** president Tom Clark also promised a few surprises at the Games from the sporting apparel giant.

Mr Clark predicted scandals engulfing the Olympic movement and SOCOG last year would fade as September approached.

"I think as we move closer to the Games, the focus will fall on the athletes and the competition," he said. "People will be looking forward to the performances of wonderful athletes. They want to taste the spirit of the Games."

Mr Clark undertook ground and aerial tours of the Homebush site yesterday and came away impressed with the competition arenas.

"It's fantastic. It looks to me as if they have done a tremendous job with the facilities. It's great for the athletes," he said.

The **Nike** boss, who has attended all the summer Olympic Games since Los Angeles in 1984, predicted Sydney would be remembered as the host of the best Games yet: "Without a doubt. I can't wait."

His remarks echo the view of IOC president Juan Antonio Samaranch, who offered a similar assessment earlier this month.

The famous **Nike** swoosh is set to be one of the most recognisable images during the Games after the corporate heavyweight tied up a deal as an official sponsor last year, replacing rival brand Reebok. It will outfit the Australian Olympic and Paralympic teams.

"We ... look forward to contributing to the event," Mr Clark said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Australian

September 27, 2000, Wednesday

A bodysuit blow for rivals

BYLINE: Michael McGuire**SECTION:** SPORT; Pg. 5**LENGTH:** 563 words

CATHY Freeman's decision to race in full bodysuit was a psychological masterstroke, her coach Peter Fortune said yesterday, while the suit's maker will see it as a face-saver and a huge commercial bonus.

Freeman had worn the regulation team-issue two-piece outfit during the opening three rounds of her 400m, before changing into the **Nike** bodysuit for the final.

"I thought it was a bit of a masterstroke, the suit," Fortune said.

"From my point of view she looked special down there. Everyone else was boom, boom, boom -- and then there was the phantom in lane six.

"I don't know whether it really affected the other girls, but it made her look a bit special."

It first crossed Freeman's mind last month at Gateshead in England, but until she arrived at the Olympic Stadium late Monday afternoon she told no one she was going to wear the bodysuit.

Freeman did her sponsor proud. After rumours of discontent within **Nike** when star US sprinter Marion Jones chose not to wear her bodysuit during her 100m final on Saturday night, and the subsequent drugs scandal over Jones's husband CJ Hunter, Freeman brought the sportswear company some much-needed kudos.

Nike has spent tens of millions of dollars and many years developing the suit, so to have it left in the locker room at the main event would have been an embarrassment.

It has so far failed to win over the athletic community in the way the neck-to-ankle equivalent in swimming has, although **Nike** will be counting on the Freeman endorsement to change perceptions.

"I actually believe in the product," Freeman said yesterday. "I actually believe in the **Nike** Swiftsuit. I just thought it would be an advantage to my performance."

The suit is designed to give the runner an aerodynamic edge. It is made up of five different fabrics, which are designed for different parts of the body, which move at different speeds during a race.

Freeman first used it in race conditions in appalling weather at the August meeting in Gateshead and was reportedly pleased with the feel and performance.

Nike spokeswoman Kathryn Reith said yesterday Freeman's decision to wear the suit was her own. Reith also said

Nike expected the suit to become regular running equipment in the future, but that it needed a pioneer to show how it worked.

She denied that Freeman had been offered any financial inducement to wear the suit on Monday night.

However, **Nike** was quick to capitalise on the Freeman victory, erecting a stream of posters around the Sydney CBD featuring Freeman in the bodysuit. The extra ads were an extension of **Nike's** marketing campaign which has been running for about two weeks featuring Freeman and Jones.

But **Nike** was not the only sponsor delighted with Freeman breaking convention. Qantas would have been delighted with Freeman's subliminal plug for the airline at a press conference on Monday night.

"All I know is that I've made a lot of people happy from all kinds of backgrounds who call Australia home and I'm happy."

It's a variation on the "I still call Australia home" theme, which Qantas has used for years in its television commercials and one that has obviously sunk into the Freeman psyche.

Freeman is expected to don the suit again during the 200m, which starts today.

American superstar Marion Jones also wore a bodysuit once during the opening rounds of the 100m.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

633 of 1000 DOCUMENTS

The Australian

September 27, 2000, Wednesday

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But **Nike** was not the only sponsor delighted with Freeman breaking convention. Qantas would have been delighted with Freeman's subliminal plug for the airline at a press conference on Monday night.

"All I know is that I've made a lot of people happy from all kinds of backgrounds who call Australia home and I'm happy."

It's a variation on the "I still call Australia home" theme, which Qantas has used for years in its television commercials and one that has obviously sunk into the Freeman psyche.

Freeman is expected to don the suit again during the 200m, which starts today.

American superstar Marion Jones also wore a bodysuit once during the opening rounds of the 100m.

LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Mirror

September 6, 2000, Wednesday

FOOTBALL: JUST DO IT, FERGIE - **NIKE** WANT ALEX TO JOIN UP WITH THEIR DREAM TEAM

BYLINE: Alan Nixon

SECTION: SPORT; Pg. 43

LENGTH: 257 words

SIR ALEX Ferguson is being head-hunted by sportswear giants **Nike** to become their football ambassador - on a massive contract.

Talks between the Manchester United boss and the American-based company are at an advanced stage and Ferguson may sign a deal shortly.

Ferguson has been targeted by the firm as the ideal man to front their push for top football contracts with clubs and players worldwide. He revealed he is considering one highly-lucrative job offer to United shareholders after being pursued by dozens of high-profile companies.

He said: "I've got a lot of offers already. One of them is really staggering.

"It would be a four-year contract for a huge amount of money and would involve a lot of travelling."

The salary being discussed is around pounds 1million-a-year on a four-year contract with VIP expenses, and the possibilities of bonuses are endless.

And **Nike** may even be willing to offer Ferguson the job on a 'part-time' basis, leaving him to keep other interests in football and horse racing.

Ferguson is still intent on retiring from Old Trafford when his present contract runs out in two years.

As well as revealing aspects about his own future Ferguson explained how United plan to tempt the game's best players by offering shares in the club.

FOOTBALL: JUST DO IT, FERGIE - NIKE WANT ALEX TO JOIN UP WITH THEIR DREAM TEAM The Mirror
September 6, 2000, Wednesday

They plan to introduce a share saver scheme in an effort to counter the incredible wages available in Italy and Spain. Instead of paying players pounds 100,000-a-week they could buy shares in the world's richest club at a special rate.

LOAD-DATE: September 6, 2000

LANGUAGE: ENGLISH

GRAPHIC: FERGUSON: Open to offers

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The Daily Telegraph (Sydney, Australia)

July 18, 2000, Tuesday

Pressure produces a naive recruit

BYLINE: Piers Akerman**SECTION:** FEATURES; Pg. 19**LENGTH:** 734 words

OLYMPIC hopeful Cathy Freeman was roasted last month by some Aboriginal activists for toying with the word "sorry" in an advertisement for the sportswear giant **Nike**.

The pressure applied by those members of the Aboriginal community paid off on Sunday when, in an interview with a British newspaper, Freeman turned on the current Australian Government and accused it of being responsible for separating her grandmother from her great-grandparents.

Freeman is not the first to apply such bizarre X-File dimensions to the blame game. Crossing time zones and investing current political personalities with the spectral identities and philosophies of long-dead politicians and public servants is par for the course among those in the Sorry Industry who do not wish to fairly acknowledge all aspects of past policies.

Typical of the heat applied to Freeman in June were the remarks of National Sorry Day Committee chairman Audrey Kinnear who claimed "many Aboriginal people would be thinking that Cathy is guilty by association" because her sponsor, **Nike**, had used the word "sorry" repeatedly in

its commercials.

"By using 'sorry' so many times and in so many ways, they are actually trivialising what 'sorry' stands for," Ms Kinnear told this newspaper.

"It's not Cathy's fault, but I thought that with all the publicity, nationally and internationally, they would have been a bit more sensitive about it," she said.

Nike's commercials showed 20 athletes apologising to their family, friends and workmates for their obsession with sport.

Most, including runner Steve Moneghetti and footballer James Hird, said "sorry" in a lighthearted manner for being driven by success.

Teenage runner Georgie Clarke apologises to her school friends for training instead of walking home with them and embattled spin bowler Shane Warne says sorry to Dennis, in an apparent reference to breaking Dennis Lillee's wicket-taking record.

Freeman didn't actually say "sorry", but turned to the camera and said: "Can we talk about this later?" before running off into

the distance.

Ms Kinnear claimed **Nike** was trying to exploit the reconciliation process and that the continuous use of the word "sorry" in **Nike's** commercials trivialised the issue of whether the Federal Government should apologise to the stolen generation.

She might consider that the word "sorry" has not yet been entirely appropriated by the Black Armband Brigade and that there are many, many people indeed who manage to utter the expression meaningfully on a daily basis without once considering its connotations for Aboriginals, Esquimaux or even the Inuit.

Freeman is said to be angered by a denial of the truth about the so-called Stolen Generation yet it would seem it is precisely the truth that eludes her appreciation of history.

To be charitable, she is concentrating on her Olympic training.

She can't be expected to have studied the documents regarding the so-called Stolen Generation, but there is no reason why those presenting her understandably emotional views should not fairly present the facts as well as her subjective opinion.

No matter how the statistics are juggled, the record clearly shows that there was never a "stolen generation". The term is inaccurate but highly emotive and thus more likely to be seized upon by those more interested in making political capital than in dealing with disadvantaged people. Just as Freeman's own heartfelt but misguided words

were yesterday.

Even historian Peter Read, whose work has been credited with giving rise to Sir Ronald Wilson's painfully flawed Lost Children inquiry, has conceded that his estimate of 100,000 separations was "misunderstood" and "far too high".

There is no doubt that Cathy Freeman is a great Australian.

Her athletic achievements bring the nation to its feet.

As a runner, she is also a great role model. Her grasp of history and understanding of policy, however, is at about the same level of her knowledge of her own business dealings.

And that according to her new business manager and accountant, Alistair Hamblin, is small indeed.

But, having now bowed to the politics of her Aboriginal critics, let's hope she will be left alone to prepare herself to run for her nation.

In that field of endeavour, she surely carries the best wishes of

all Australians, regardless of colour or creed.

piers@columnist.com

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

640 of 1000 DOCUMENTS

Herald Sun (Melbourne, Australia)

June 20, 2000, Tuesday

Shoe ad a sorry affair for Cathy

SECTION: NEWS; Pg. 2

LENGTH: 245 words

CATHY Freeman today came under fire for her involvement in an athletic shoe advertisement that prominently features the word sorry.

The ad features several athletes looking at the camera as the word sorry appears on screen.

Towards the end, Aboriginal star Freeman turns around as she is running, mouthing the words: "Can we talk about this later?"

Audrey Kinnear, co-chairwoman of the National Sorry Day Committee, said the **Nike** ad trivialised the importance of the word, which is closely associated with Aboriginal reconciliation.

"If viewers around the nation feel like I do, and like many other Aboriginal people would be feeling, then Cathy is guilty by association," Ms Kinnear said.

"We all love Cathy and I think one of the hardest things, and the most painful things, is when our own people are used against us."

Nike should have made Freeman aware of the implications of the ad, she said.

"By using sorry in so many ways and so many times, they are actually trivialising what sorry stands for."

Nike marketing director Brent Scamshaw denied the accusation.

"Everybody in Australia right now wants a piece of Cathy Freeman, whether it be media calls, whether it be Cathy just trying to live her life on a day-to-day basis," he said.

"I guess we shot the commercial with that insight in mind and at the end of the day Cathy's sole focus is on performing in Sydney 2000.

"I think the only coincidence is the use of the word sorry."

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

641 of 1000 DOCUMENTS

Western Daily Press

January 8, 2000

Nike shirts scare; Fears over chemical in football team strip

BYLINE: Tim Moynihan ;Damien Pearse

SECTION: News, Pg.10

LENGTH: 399 words

SPORTS goods manufacturer **Nike** yesterday insisted there was no evidence that some of its British-made football shirts were laced with a toxic chemical.

Fears have been raised over the safety of shirts of German side Borussia Dortmund after a German TV show commissioned lab tests and claimed the shirts contain a chemical used on the bottom of sea vessels, which is also used to kill bacteria and quell the stench of excessive sweating.

A **Nike** spokesman yesterday confirmed the Borussia Dortmund shirts were made in Britain and Italy. He refused to say where in Britain they were made.

He repeated that initial testing had failed to find any Tributyltin, or TBT. "Initial research findings suggest that TBT is not used in production of the garment," he said. **Nike** also make shirts for Arsenal and Glasgow Rangers, though not in Britain, he added.

Both clubs reported no concern over their shirts. The **Nike** spokesman said Borussia Dortmund shirts were made by sub contractors in Britain which specialised in manufacturing football shirts.

"Further tests are being carried out and we await the results of those," he said. "We are consulting outside industry experts and fabric suppliers."

He repeated the company's message to the public - "Don't panic".

And he added: "Small doses of TBT when used in textiles are not normally dangerous to humans."

A scientist with a German institute for consumer health has said that TBT at high levels in humans is believed to cause neurological problems, damage the immune system and harm the liver.

"We don't know how much is in the shirts, so we can't analyse the risks," Juergen Kundke said.

"We knew that the substance was still used in coatings for ships, but it shouldn't be in textiles that people wear."

Three German department store chains have withdrawn the 47 yellow and black shirts, as a precaution.

British and Dutch tests have shown that TBT can cause mutations in marine snails, and there have been calls for its

Nike shirts scare;Fears over chemical in football team strip Western Daily Press January 8, 2000

global ban.

Nike has said it does not appear British retailers are following their German counterparts by withdrawing the kit.

The spokesman said it makes Arsenal and Glasgow Rangers shirts, but not in this country.

An Arsenal spokeswoman said: "We have discussed the matter with **Nike** and at the present time have no cause to recall any replica shirts from our club shops."

LOAD-DATE: January 10, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Australian

September 27, 2000, Wednesday

Cathy: just a normal superstar

BYLINE: Staff reporters**SECTION:** SPORT; Pg. 1**LENGTH:** 340 words

CATHY Freeman, the runner who gave Australia its greatest sporting thrill on Monday night, yesterday pledged to return to a normal life.

But armed with a gold medal, Freeman has already moved another step away from the normality she craves -- and the marketing and political spotlights intensified on her yesterday.

Within hours of her winning the 400m grand final at the Olympic Games, 220 billboards in Sydney had been altered by sportswear manufacturer **Nike** to reflect its association with the nation's latest sports superstar.

"Cathy Freeman, official sponsor of joy to the Sydney 2000 Olympics," the new posters declared across a picture of the triumphant runner.

The billboards were to be followed by new **Nike** television advertisements on the Seven network last night.

Freeman boosted her sponsor's campaign by wearing a **Nike** suit in Monday night's run. Yesterday, though, she was talking about a life beyond athletics.

"I don't know if it gets better than this," she said.

One thing she craves is to be out of the limelight.

"In my simple world, I wake up in the morning and have breakfast and I clean my teeth, life is very normal when I'm on my own. The only thing that will change after this is the way the public treats me, I think.

"I know my family sure won't, though. Everything will settle down after this euphoria has gone and I'll just be a family member."

Federal Opposition Leader Kim Beazley used the biggest event in Australian sport to push one of the biggest issues in Australian society, describing her Olympic victory as "400 metres of national reconciliation".

ATSIC chairman Geoff Clark said her popular win would increase pressure on Prime Minister John Howard to apologise to Aborigines.

But the Prime Minister pointedly avoided being drawn on any link between Freeman and reconciliation.

"Look, I think everybody's happy for her and very happy for what it represents," Mr Howard said.

Cathy: just a normal superstar The Australian September 27, 2000, Wednesday

"She's a role model to young Australians, Aboriginal Australians and other Australians."

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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Cathy: just a normal superstar The Australian September 27, 2000, Wednesday

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LOAD-DATE: March 1, 2002

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Vancouver Province (British Columbia)

May 30, 2000 Tuesday Final Edition

Jordan still king: 'We lost the very best marketing tool that we could ever have had: Michael slam-dunking'

SOURCE: Knight-Ridder**SECTION:** Sports; Pg. A43**LENGTH:** 546 words**DATELINE:** DALLAS

DALLAS -- As Larry Miller settled into his new job at **Nike**, he discovered selling Michael Jordan shoes and apparel would be much tougher than he'd imagined.

In June 1998, when Miller arrived on the scene, the basketball superstar was making more money than any other athlete in corporate endorsements. Six months later, Jordan retired from the Chicago Bulls.

"We lost the very best marketing tool that we could ever have had: Michael slam-dunking slam-dunking on (ESPN's) SportsCenter every night," Miller said.

Miller, president of **Nike's** Jordan brand, has spent the last 15 months trying to pump up the business despite Jordan's defection to the suit-and-tie world.

It's a tricky balancing act: Retain a retired athlete's image of athleticism and style while keeping the appeal fresh with a new generation of stars.

Nike's launch of the Jordan brand represents a departure for the athletic shoe business. Stand-alone brands are common in such industries as automobiles and beer, but sneakers have always been identified as **Nikes**, Reeboks or Adidas.

"Jordan is a great opportunity to introduce a brand that doesn't carry the **Nike** name," said Rick Burton, director of the University of Oregon's Warsaw Center for Sports Marketing. "Now, a kid can say 'I'm wearing Jordans.' This is going to allow them to stretch their marketing in new ways."

As a player, Jordan proved to be a marketing juggernaut, pitching Hanes underwear, Rayovac batteries, MCI WorldCom telephone services, Gatorade sports drinks and a half-dozen other products.

Last year Jordan decided to stop endorsing products that aren't tied to his business interests, said his agent, David Falk.

Jordan has been a **Nike** fixture since he signed with the company in 1984. Repositioning the Jordan brand involved tweaking the marketing pitch, Miller said.

"Michael is no longer playing basketball, we know that," he said. "We've got to go out and add other athletes who are relevant to the consumer."

Jordan and Miller signed a half-dozen athletes they regard as worthy of the Jordan brand. Dallas Mavericks star Michael

Jordan still king: 'We lost the very best marketing tool that we could ever have had: Michael slam-dunking' The Vancouver Province (British Columbia) May 30, 2000 Tuesday Final Edition

Finley joins other players from the National Basketball Association, such as Ray Allen and Eddie Jones.

Outside basketball, the Jordan brand recruited shortstop Derek Jeter of the New York Yankees, wide receiver Randy Moss of the Minnesota Vikings and boxer Roy Jones Jr.

The Jordan brand's first major post-retirement test came a few months ago with the launch of Air Jordan XV, the latest version of a long line of signature basketball shoes. Previous Air Jordans were big sellers, so the expectations at **Nike** headquarters in Beaverton, Ore., were high.

Although he's only 38, Jordan won't make a comeback. Last year, he bought a stake in the NBA's Washington Wizards, becoming team president, and he's involved in other business ventures, including MVP.com, an Internet sporting goods retailer formed with hockey's Wayne Gretzky and football's John Elway.

Despite the hectic schedule, he remains the chief executive officer of Jordan brand and consults with Miller at least once a week.

"None of our clothes or shoes hit the market until Michael has a chance to see it, change it and approve it," Miller said. "He's always going to be in the picture."

LOAD-DATE: March 28, 2002

LANGUAGE: ENGLISH

GRAPHIC: Color Photo: AP; Advertising's biggest name no longer wants to be a corporate pitchman and has told sponsors to adopt new campaigns.

TYPE: Business; Sports

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Birmingham Evening Mail

January 7, 2000, Friday

TOXIC CHEMICAL FEARS; SICK AS A PARROT OVER **NIKE SHIRTS**

SECTION: Pg. 6

LENGTH: 286 words

SPORTSWEAR giant **Nike** has moved to reassure consumers after reports some of its football shirts were laced with a toxic chemical used in anti-barnacle paint on ships.

Fears were raised over the safety of the **Nike**-made shirts of German side Borussia Dortmund after a German TV show commissioned lab tests on the kit and reported its findings earlier this week.

The TV show claimed the shirts contain a chemical used on the bottom of sea vessels, which is also used to kill bacteria and quell the stench of excessive sweating.

British and Dutch tests have shown that Tributyltin or TBT can cause mutations in marine snails and there have been calls for its global ban.

At high levels in humans, it is believed to cause neurological problems, damage the immune system and harm the liver, said Juergen Kundke, a scientist with a German institute for consumer health.

"We don't know how much is in the shirts, so we can't analyse the risks," he said.

"We knew that the substance was still used in coatings for ships, but it shouldn't be in textiles that people wear."

Many German stores have stopped selling the pounds 47 yellow and black shirts and one is pulling other official team jerseys as a precaution.

But a **Nike** spokesman urged Britons not to panic and said it was conducting its own tests on the shirts.

The spokesman said that initial testing failed to detect any TBT in the jerseys, but further tests were necessary.

He said that it did not appear British retailers were following their German counterparts by withdrawing the kit.

"Our message is simple - don't panic," the spokesman said.

"We are conducting tests and as such have not withdrawn any of the shirts.

LOAD-DATE: January 10, 2000

LANGUAGE: ENGLISH

TOXIC CHEMICAL FEARS;SICK AS A PARROT OVER NIKE SHIRTS Birmingham Evening Mail January 7,
2000, Friday

PUB-TYPE: PAPER

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The New York Times

January 7, 2000, Friday, Late Edition - Final

INTERNATIONAL BUSINESS; **Nike-Made Soccer Jerseys Pulled From German Stores**

BYLINE: By CONSTANCE L. HAYS**SECTION:** Section C; Page 2; Column 1; Business/Financial Desk**LENGTH:** 574 words

In what could prove a damaging blow to **Nike's** image in Germany, leading German retailers yanked soccer jerseys made by the company from store shelves yesterday after televised reports that the jerseys contained a potentially harmful fungicide used on boat hulls.

The reports claimed that the chemical, tributyltin or TBT, had been found in souvenir jerseys made by **Nike** with the name and logo of Borussia Dortmund, a popular professional soccer team.

It is unclear whether the substance was deliberately applied to the jerseys. It is also unclear whether it was found in the fibers of the jerseys or the decorations.

A **Nike** spokesman said the company was testing the jerseys at labs in Germany and in the United States, and in the meantime was not recalling the jerseys from its own stores.

"There's nothing conclusive to show that there is a health risk to the public," said the spokesman, Vada Manager. "But obviously, consumer concern is important to us. We want to conduct the tests to ensure that there is no chemical agent in the jerseys that can be a risk to the public." He said the tests should be completed within the next several days.

Tributyltin is used to kill bacteria in textiles and is an ingredient in paint used on ships' hulls to discourage barnacle growth. It is strongly irritating to skin and can cause burns. At high levels, it can cause nerve and liver problems.

The report was shown on Tuesday night on a business news show called "Plus Minus," in which reporters tested randomly chosen consumer products, including carpet samples and ski socks, for traces of chemicals.

German television yesterday reported that sporting-goods chains, including Karstadt and Kaufhof, two of the biggest, had removed the Borussia Dortmund jerseys made by **Nike** from their stores. Other souvenir jerseys were also removed, including those of FC Kaiserslauten and Hertha BSC, said a spokesman for Intersport Deutschland, a buyers' cooperative that represents 1,600 retailers.

In addition, one German newspaper reported yesterday that the Green Party had called on the Bavarian parliament to conduct its own investigation into the presence of tributyltin in clothing and other textiles.

Relations are already tense between **Nike** and big sporting-goods retailers like Karstadt, said Bob Carr, the editor of SGB's Inside Sporting Goods, a trade publication in New York. The problem is that **Nike** functions as both manufacturer and retailer, opening up big stores like the Berlin Niketown that companies like Karstadt fear will

undercut them on prices. "The German trade does not like manufacturers in the retail business," Mr. Carr said.

In addition, **Nike** has feuded with the German stores over pricing, trying to avoid paying a 3 percent premium on orders that is used by the stores for collective advertising and marketing. "We wanted to make sure the consumer got the best value, and it affected the amount of raw profit they would make," Mr. Manager said.

One analyst said there would be little effect on **Nike**. "It's really a small part of the business," said Jennifer E. Black, president of Black & Company, an investment firm in Portland, Ore. "**Nike** has been doing extremely well in Germany. I don't see this as being an issue." In a conference call with investors last month, she added, the company said it was "working our way through some issues" in Germany but was generally upbeat about its prospects.

<http://www.nytimes.com>

LOAD-DATE: January 7, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo: Two Borussia Dortmund players, Andreas Moeller, left, and Dede, celebrated after Moeller scored the winning goal in a game in August. (Reuters)

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Sydney Morning Herald (Australia)

June 22, 2000 Thursday
Late Edition

Freeman runs into a sorry mess; COMMENT

BYLINE: LOUISE EVANS

SECTION: SPORT; Pg. 44

LENGTH: 578 words

I'm sorry. I saw **Nike's** television advertisement featuring a fleeting Cathy Freeman spinning her "can we talk about this later?" line and recognised it as a clever play on a highly emotive, in-vogue word.

Much in the same vein as Benetton uses sensitive social issues to dress shop windows and sell jumpers, **Nike** tapped into the national sorry campaign, added a commercial twist and produced a timely, if controversial ad.

Not that there's anything wrong with being commercially savvy, but selling sports shoes and clothes on the back of the reconciliation campaign has upset Aboriginal activists who are disappointed Freeman is involved and want the ad withdrawn.

Critics say the commercial, which features a wide array of athletes saying sorry for much lesser sins than stealing a generation of Aboriginal children is insensitive, exploitive and opportunistic.

It has also dropped Freeman into yet another stink. **Nike** is Freeman's biggest sponsor, backing her to the tune of a minimum \$500,000 annually, rising to \$700,000 depending on exchange and success rates.

Wherever Freeman turns at the moment she is surrounded by **Nike**, at home, on the track, in court. But while being omnipresent, **Nike** is also becoming omnipotent.

The 27-year-old left Australia in May to escape the pressure of being Australia's only gold medal favourite in track and field.

Since her timely exit, however, she's attracted more publicity than if she had been quietly training at Olympic Park in Melbourne and going home to her new house in Kew.

At her side is husband Sandy Bodeck-er, an American **Nike** executive who's job is concentrated more on tending the needs of his very talented wife than the profits of a multinational sports company.

Her new publicist as of May 10, Royce Sport, is an arm of Royce Communications, which has **Nike** as a client.

In court, where she is being sued by her former manager, Nick Bideau, and his Melbourne International Track Club for alleged breach of contract, **Nike** is involved with both parties in the proceedings.

Freeman runs into a sorry mess; COMMENT Sydney Morning Herald (Australia) June 22, 2000 Thursday

While **Nike** backs Freeman it also helps sustain the MITC with \$250,000 annually. That money gives the company access to a raft of Freeman's contemporaries plus a link to the next generation.

The club is in court fighting to maintain that sponsorship after Freeman appointed another manager and requested her sponsors send monies directly to her, ie not via the MITC.

The latest on the court case is that there is no latest since the judge deferred the matter in the Victorian Supreme Court last Friday and told both parties to start talking in private.

According to MITC, it has continued to request the initiation of out-of-court negotiations with Freeman's legal advisers but has received no response.

Then, four days after having her personal details revealed in court, Freeman was again in the headlines, this time because she's upset some by featuring in **Nike's** ad.

Freeman left Australia to seek peace and quiet before the Olympics, not to become the centre of court disputes and advertising campaigns.

Elsewhere, **Nike** is negotiating with Athletics Australia whether to continue supplying the national team with uniforms plus a cash element to support junior development after its contract expires at the end of the year.

It is also outfitting the Olympic team, which means that Freeman will be flying the company colours when she lines up for that gold medal Australia has already banked.

If she ends up with anything less, it will be **Nike** who'll be sorry.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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Edmonton Journal (Alberta)

August 23, 2000 Wednesday Final Edition

Woods doesn't use golf balls he endorses: Nike admits Tiger's Tour Accuracy balls not the same as ones sold to public

SOURCE: AP**SECTION:** Sports; Pg. D4**LENGTH:** 575 words**DATELINE:** San Francisco

Tiger Woods endorses Nike Tour Accuracy golf balls in TV and magazine ads, but he really plays with custom-made balls unavailable to everyday duffers, Nike acknowledged Tuesday after being sued in federal court.

Nike Inc. said the balls Woods uses for his monster swings that produce 300-plus-yard drives have a slightly harder inner and outer core than the balls sold to the public.

"Those two elements are slightly firmer than the marketed ball," said Mike Kelly, marketing director for Nike Golf.

Kelly said it's common practice in the golfing world to sell the public different products than what the pros really use.

"It's an industry practice to make minor specification changes to golf products: irons, putters and golf balls for tour players," Kelly said. "Slight specification and modifications need to be made to their equipment for their game."

But other leading names in golf say their customers get exactly what their pros endorse.

Joe Gomes, a spokesperson for Titleist of Fairhaven, Mass., said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could special order it.

"We are very particular about our advertisements," said Gomes. "We don't make any claims that cannot be substantiated in both golf balls and clubs."

Callaway Golf of Carlsbad, Calif., said if one of its golf pros says he uses a certain club, that identical club is available retail. Spokesperson Larry Dorman did say, however, that in February, one of its golf balls had a different number of dimples on it than the ones its pros used.

That occurred, he said, because Callaway was awaiting approval of the new ball by the U.S. Golfing Association, so the company's pros were briefly forbidden from using it in tournaments.

"We used a prototype with a different number of dimples," Dorman said. "As a result, for a very short period of time, there was a little bit of a lapse from what was being marketed. We were very up front about it."

Woods's agent, Mark Steinberg, did not immediately return a call requesting comment on the lawsuit.

In the suit filed Tuesday in U.S. district court in San Francisco, a nonprofit group called Public Remedies Inc. claimed

Woods doesn't use golf balls he endorses: Nike admits Tiger's Tour Accuracy balls not the same as ones sold to public
Edmonton Journal (Alberta) August 23, 2000 Wednesday Final Edition

Nike, based in Beaverton, Ore., was engaging in unfair business practices. It asks that **Nike's** "ill-gotten gains" be restored to the public.

"Tiger Woods does not play the **Nike** Tour Accuracy golf ball, but instead plays one with a different composition and performance characteristics specially made for him ... and not available to the general public," the suit said.

The group did not return repeated calls for comment.

Woods officially switched to the **Nike** Tour Accuracy ball before the U.S. Open, the first of his three major championships this year. The move officially ended a marketing conflict between Woods' top two golf sponsors -- **Nike** and Titleist -- that began last year when **Nike** entered the ball market.

Titleist argued that **Nike** was using Woods to promote golf balls because of two commercials -- one that showed Woods bouncing a ball off his wedge, and another that showed hackers on the range belting 300-yard drives as soon as Woods showed up.

Titleist contemplated a lawsuit, but instead reworked Woods' deal so he was paid only when he used Titleist equipment in tournaments. Titleist also gave up its right to have its logo on his bag and to use Woods in advertisements. #

LOAD-DATE: March 26, 2002

LANGUAGE: ENGLISH

GRAPHIC: Colour Photo: AP; Tiger Woods lines up his ball before putting in Germany last year.

TYPE: Business; Sports

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The Daily Telegraph (Sydney, Australia)

June 21, 2000, Wednesday

Aboriginal protest at Freeman ad

BYLINE: TOM SALOM

SECTION: LOCAL; Pg. 6

LENGTH: 474 words

SPORTSWEAR giant **Nike** has come under fire for using Aboriginal runner Cathy Freeman in a TV commercial featuring the word "sorry" 15 times.

Freeman plays only a minor role in the commercial, but the timing of its release has stung Aboriginal activists.

National Sorry Day Committee chairman Audrey Kinnear claimed **Nike** was trying to exploit the reconciliation process.

Ms Kinnear said the continuous use of the word "sorry" trivialised the issue of whether the Federal Government should apologise to the stolen generation of Aborigines.

"Why select a word that is current, politically and nationally?" she said.

"By using sorry so many times and in so many ways, they are actually trivialising what sorry stands for."

Nike has used 20, mainly Olympic, athletes who apologise to their family, friends and workmates for an obsession with sport.

Most, including runner Steve Moneghetti and footballer James Hird, say sorry in a light-hearted manner for being driven by success.

Teenage runner Georgie Clarke apologises to her school friends for training instead of walking home with them.

Embattled spin bowler Shane Warne says sorry to Dennis, in an apparent reference to breaking Dennis Lillee's wicket-taking record.

The commercial also features a weightlifter apologising for eating all the eggs in the fridge.

Freeman doesn't actually say sorry, but turns to the camera and says, "Can we talk about this later?" before running off into the distance.

Nike Olympics spokeswoman Megan Ryan said the timing of the "sorry" commercial was purely coincidental.

Ms Ryan said **Nike** was trying to show how athletes had to apologise to a lot of people they did not have time for during Olympic preparations.

"While we understand there is some sensitivity and contention around the sorry issue, it was more a behind-the-scenes

look at athletes who make no apologies for the fact that they have to say sorry to a lot of people.

"Sorry is word used by people every day.

"It's a coincidence that the whole reconciliation issue has come up here."

Ms Ryan said the insight into Freeman was more about the fact that everybody wanted "a piece of Cathy" in the lead-up to Sydney 2000.

"It's not in reference to the reconciliation issue."

But Ms Kinnear said Aborigines were offended that Freeman was being "used" to capitalise on the reconciliation debate.

"I thought that with all the publicity, nationally and internationally, they would have been a bit more sensitive about it," she said.

Ms Kinnear said she did not blame Freeman.

"It's not Cathy's fault, but many Aboriginal people would be thinking that Cathy is guilty by association."

Freeman's Olympic preparations were disrupted last week when her former lover and manager took court action against the world champion for alleged breach of contract.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The New Zealand Herald

July 27, 2000 Thursday

UN seen as selling 'bluewash' to corporate giants

SECTION: NEWS; World

LENGTH: 482 words

NEW YORK - United Nations Secretary-General Kofi Annan has been accused of offering **Nike**, Royal Dutch Shell and other global giants the right to use the UN emblem to "bluewash" their images.

Chief executives of 50 corporates have been invited by Annan to come to UN headquarters in New York today to sign up for a "partnership" scheme to end Third World sweatshops and environmental abuses.

Among those invited are **Nike**, Shell, and the mining giant Rio Tinto, all accused in the past of human rights violations.

The scheme will commit them to upholding nine key principles including the rights of workers to unionise, the elimination of child labour and the development of environmentally friendly technologies.

But "the global compact" plan has provoked fury among aid and environmental agencies who say it will allow companies, notorious for human rights violations, to use the UN emblem to give their activities a branding makeover, while doing nothing of substance to clean up their activities.

"It allows companies like **Nike**, the global symbol of sweatshops, to wrap themselves in the UN flag without any binding commitment to change," said Joshua Karliner, executive director of the San Francisco-based corporate monitoring group Transnational Resource and Action.

"This will enhance the **Nike** brand name and could be a powerful marketing tool."

The same companies taking part in Annan's initiative are at the same time lobbying furiously, said Karliner, to undermine a letter to the Secretary-General signed by 20 non-governmental agencies that said the initiative implied UN official policy was to support corporate-driven globalisation.

It said that the voluntary nature of the deal would let corporations "wrap themselves in the flag of the UN to 'bluewash' their public image while at the same time avoiding significant changes to their behaviour."

The scheme will require companies to post on a UN website their actions to end sweatshop conditions and prevent environmental degradation.

However, they will be under no obligation to observe a code of conduct or a set of minimum standards.

Critics say the plan will undermine existing efforts by other UN agencies to force Governments to hold companies accountable to existing UN conventions.

John Ruggie, chief adviser to Annan, defended the initiative, saying it reflected concern in the UN at the unfettered growth of globalisation.

UN seen as selling 'bluewash' to corporate giants The New Zealand Herald July 27, 2000 Thursday

"This is an experiment, it is a very unusual initiative which brings all sides of the debate together on a common platform but I would be very surprised if the companies involved tried to pull the wool over our eyes."

He said the initiative was aimed at launching a dialogue accompanied by practical actions, rather than a binding code of conduct that would take years to negotiate.

"It's about making the world a better place."

- <http://www.independent.co.uk> INDEPENDENT

LOAD-DATE: December 18, 2002

LANGUAGE: ENGLISH

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Australian Financial Review

March 14, 2000 Tuesday
Late Edition

SOCOG woes dull sponsors' gloss

BYLINE: Luke Collins

SECTION: MARKETING; Pg. 41

LENGTH: 457 words

Awareness of many key Sydney Olympic Games sponsors has fallen in the past year, although the profile of global sporting giant **Nike** has rocketed following its last-minute replacement of Reebok as the Australian team's official outfitter.

According to the 13th annual Sweeney Sports Report, public awareness of Olympic sponsors Telstra, Westpac, Ansett, Coca-Cola and Holden all fell in 1999. Sweeney Sports director Mr Martin Hirons attributed the falls to a deliberate slowing of marketing activity after recent Olympic controversies and ahead of a boom later this year, when sponsors' marketing efforts are expected to intensify .

"Clearly the marketing activities associated with the sponsorships have been fairly low key," Mr Hirons told The Australian Financial Review. "The expenditure required to maintain that is significant, and it does take a huge amount of resources. In hindsight I would say it was a strategic decision, but clearly one I think was necessitated."

The report showed **Nike's** awareness among the public as an Olympic sponsor has jumped from 2 per cent a year ago to almost double that of the previous leader, Telstra. In order of awareness, the top Olympic sponsors were **Nike**, Telstra, McDonald's, AMP, Ansett and Westpac.

While awareness of individual sponsors was generally weaker, the Sweeney Sports Report showed the number of mainland Australia residents able to name at least one Olympic sponsor had risen from 58 per cent to 64 per cent, more than double the number three years ago.

But the controversies which have dogged SOCOG appear to be taking a toll on the public's perception of the event's key backers. About 38 per cent of those surveyed had a less favourable attitude towards sponsors, with a similar proportion indicating the troubles had dissuaded them from buying tickets.

Mr Hirons attributed the overall increase in awareness almost solely to **Nike**, which in December replaced Reebok as the official clothing supplier of the Australian team and has athletes Cathy Freeman and US star Michael Johnson in its stable.

"That [overall awareness] is particularly attributable to **Nike's** involvement," he said.

Sweeney Sports surveyed 1,500 people in mainland capital cities in January, just a month after **Nike** replaced Reebok as a sponsor.

The report also showed swimming is the Olympic sport most Australians are interested in. Some 86 per cent of those surveyed expressed interest in the sport, followed by track and field (86 per cent), gymnastics (62 per cent), tennis (58 per cent) and the marathon (57 per cent).

The opening and closing ceremonies were also of interest, attracting 63 per cent and 55 per cent respectively. Rowing fell 10 per cent to 38 per cent while cycling dropped 6 per cent to 49 per cent.

LOAD-DATE: April 11, 2012

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Nikkei Weekly (Japan)

September 25, 2000

Sporting-goods makers aim to broaden customer base

LENGTH: 468 words

HIGHLIGHT:

As youth numbers shrink, companies cultivating women, older consumers

Knowing they need to broaden their appeal in order to survive, sporting-goods makers are expanding lineups of fashionable casual wear for women and products for light exercise targeted at older customers.

Companies in the field are struggling to cope with a shrinking population of young people, particularly young men who have been the primary market focus up to now, as well as a decline in the popularity of participation sports.

Nike Japan Corp. launched what it calls its "women's project" at the end of last year. Staff members analyze the preferences of female consumers who do not play sports, focusing on casual wear for young women.

The wholly owned subsidiary of U.S. giant **Nike** Inc. has greatly expanded its lineup of women's casual wear to 100 items from 40 in three years, and plans to introduce a new brand next year.

The firm in February opened its first sales outlet exclusively for women at a fitness club in Tokyo. **Nike** hopes to forge a strong brand image among women by displaying casual wear along with sports shirts and shoes.

Light exercise

Asics Corp. is also trying to adapt to the shifting market currents. "We are actively marketing merchandise for light exercise to take advantage of growing health awareness among middle-aged and older people," said Mitsuhiro Kimura, manager of Asics' athletic sportswear division.

Though the number of people taking part in organized sports is declining, more middle-aged and older people are enjoying light exercise, such as walking. Aware of this trend, Asics inaugurated its Fitness Walking Project three years ago to emphasize the development of sports shoes for older people.

The Kobe-based firm is also concentrating more on women's swimsuits. It plans to release a new item in its Como Diana line by the end of September. With a 30cm-long zipper down the center, the new swimsuit is easy to put on and take off, company officials said. It has been designated a universal fashion product, which means it can be easily used by senior citizens and people with physical disabilities.

Reebok Japan Inc. also plans to start marketing a new brand next year targeting women. The Kawasaki-based subsidiary of Reebok International Ltd. of the U.S. plans to release some 45 items under the Comfort Premium label.

The number of people who play such games as baseball and soccer is on the decline, according to a recent government study. Although the number of joggers is increasing, the sporting-goods market has been on a losing streak since hitting a 1996 peak at some 2.6 trillion yen. Sales slid to 2.3 trillion yen last year.

Sporting-goods makers aim to broaden customer base The Nikkei Weekly (Japan) September 25, 2000

Despite strong efforts by sporting-goods makers to expand the market, "women and older customers do not visit sporting-goods sales counters as frequently as young men," explained Asics' Kimura.

LOAD-DATE: September 26, 2000

LANGUAGE: ENGLISH

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The Observer

July 2, 2000

Fashion plus: Stop press: Perfect match**BYLINE:** Edited by Gaelle Paul**SECTION:** Observer Life Pages, Pg. 37**LENGTH:** 206 words**Stop press**

It can be difficult finding a pair of shoes that fit perfectly, sometimes half sizes are not available and it's even more annoying when one foot is bigger than the other. But help is at hand. **Nike** has launched a lightweight shoe and a radical shoe-size concept. The Air Presto comes in only six sizes, ranging from XXS to XL, and is a running shoe that adjusts to the size of your foot so it fits like a sock. As you put the Air Presto on, the mesh around the body of the shoe stretches to fit perfectly and the support cage around the mid-foot holds the foot in place once the laces are tightened. They are as comfortable as slippers and buying them is a little like choosing a T-shirt - 'Medium, please' - but, hey presto, it's a made-to-measure shoe. The **Nike** Air Presto, pounds 70, comes in a wide range of colours and is available from all major sports retailers, including **Nike** Town, Oxford Circus, London W1 (020 7612 0800).

Perfect match

If wearing trainers is not your style, a designer alternative could be right up your street. Prada's (020 7629 0666) metallic shoes, pounds 155, are stylish and sporty. Bertie (020 7380 3800) has its own version, too, at a third of the price - pounds 50.

LOAD-DATE: July 3, 2000**LANGUAGE:** ENGLISH**PUB-TYPE:** PAPER

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Hamilton Spectator (Ontario, Canada)

August 30, 2000 Wednesday Final Edition

Vince jumps to **Nike**

SOURCE: The Canadian Press

SECTION: SPORTS; Pg. E08

LENGTH: 322 words

Vince Carter's shoe problems with Puma appear to be over.

The Toronto Raptors superstar has signed a six-year endorsement contract worth \$30 million US with **Nike**, according to a report on HoopsTV.com.

Signing Carter would be a major coup for **Nike**, giving the shoe giant perhaps the NBA's most popular player since Michael Jordan.

The report said between \$18 and \$20 million US of the \$30 million US will go to Puma to free Carter from his previous shoe contract, the report said quoting anonymous sources.

But lawyer Norman Oberstein, from the firm Oberstein, Kibre and Horowitz that represents Puma, said no agreement is pending.

Talks are progressing "satisfactorily," Oberstein said yesterday. "There isn't anything pending. We're just trying to work things out and, hopefully, we will."

The relationship between Carter and Puma soured last season, when the player complained about the footwear the company provided him. This summer, an arbitrator ruled Carter owes Puma \$13.5 million US for breaching his endorsement contract by publicly denouncing Puma's shoes and negotiating with other companies while under contract.

The ruling also said Carter was responsible for Puma's legal fees (about \$1 million US) and prohibited him from signing an endorsement deal with another company for three years.

Oberstein said Carter would need permission from Puma to negotiate with **Nike**. When asked if Puma had granted him that permission, he refused to comment, saying only that any agreement would be announced promptly.

The report said the three sides were ironing out the final details of the deal, with Puma demanding a cut of royalties generated by Carter's future with **Nike** shoes. Carter's agent, IMG's Mark Steinberg was travelling and unavailable for comment.

Carter is in Hawaii training with the U.S. Olympic team.

HoopsTV.com is a 24-hour basketball news and entertainment Web site.

LOAD-DATE: October 17, 2002

Vince jumps to Nike Hamilton Spectator (Ontario, Canada) August 30, 2000 Wednesday Final Edition

LANGUAGE: ENGLISH

GRAPHIC: Photo: Vince Carter, left, jostles with Steve Smith during a recent workout with the U.S. Olympic team.

TYPE: News

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Herald Express (Torquay)

July 5, 2000

PARENTS in this country spend more money on school sports kit than they do on uniform, books or computer gear - GBP 1.1 billion last year.

BYLINE: By

SECTION: Default, Pg.17

LENGTH: 257 words

This will not be in the least surprising to parents who have had to stump up for new trainers recently, especially if you have a trend-setting teenager who desperately wants a particular brand-name.

But students in America are taking on the might of the corporate sports manufacturing giants likes **Nike** and Adidas in a protest movement which is said to be the biggest student unrest since the 1960s. Already this year there have been 16 organised sit-ins at university buildings.

Students are protesting about sweatshop factories which they claim are used to turn out university-endorsed clothing and sportswear - companies like **Nike** and Reebok give lucrative sponsorship deals to American sports colleges and universities.

The main aim of the United Students Against Sweatshops campaign is to raise public awareness about the conditions found in some Third World country production lines. The campaign is working.

Already **Nike** has been forced for the first time to publish the locations of their factories.

Also universities have accepted student demands to sign up with the Workers Rights Consortium, a body made up of human rights and labour campaigners, university officials and students.

Campaigner Molly McGrath explained: 'Our clothes shouldn't be made by people who are treated like slaves - it's an easy thing to understand.i

And as a parent (I must declare a financial, self-interest here), I would be more than happy if kids in this country decided that it was uncool to buy expensive, brand name sports gear too.

LOAD-DATE: July 6, 2000

LANGUAGE: English

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Sydney Morning Herald (Australia)

September 20, 2000 Wednesday
Late Edition

Johnson the highestpaid shoe salesman tries on a golden pair for size; Athletics, Olympics Sport

BYLINE: Darrin Farrant**SECTION:** OLYMPICS; Pg. 18**LENGTH:** 539 words

The world's highestpaid shoe salesman dropped in to town last week for a fortnight of product placement. But first he had to find somewhere to run.

The management of Michael Johnson, reigning Olympic champion at the 200 and the 400 metres, had to scramble after the star arrived at the chosen training track E.S. Marks Field in Sydney's Moore Park to discover it had been closed by the local council.

Hoping to avoid media attention and still find somewhere to train, they contacted the Australian athletics team. Eventually Johnson and his fast feet were able to stretch out on a track at Narrabeen along the city's northern beaches.

Yesterday, though, those feet were carefully enclosed when the American fronted a media conference near the Olympic Village. Ostensibly it was to discuss his form coming into the Games, but really it was another chance to sell shoes, specifically **Nike** shoes even if no one else can actually buy the pair he is flogging. For a while there were questions about his fitness (much better since his hamstring injury during the United States selection trials in July), his form (very strong in Europe recently) and his confidence (even higher than usual because he is not running the 200m this time).

"This is my last Olympics and I want to be able to enjoy it a lot more," he said.

Then out came two **Nike** designers carrying a shiny drawstring bag. It contained "the shoe", an item many of us had apparently been anticipating ever since Johnson wore a goldcoloured pair on his way to victory in Atlanta.

The new shoe turned out to be gold again, although this time it was real gold, as in 24carat gold droplets around the outside. Real gold droplets are supposed to help with flexibility (true). Wearing gold on your shoes also has an instant "retinal impact", as one of the **Nike** techheads so coyly put it.

And that means a massive boost to worldwide sales, of course, especially if Johnson wins again. That's why they started developing this shoe in December 1997, studying slowmotion replays and consulting endlessly with Johnson.

Now the 33yearold Texan just has to win on Monday night, a relatively sure prospect given the way he has dominated the 400m event during the past decade. Johnson said it's history that motivated him when he competed. History fulfilled as in the first man to win the 200 and 400 at the Olympics (Atlanta, 1996), and history planned as in the first man to successfully defend his 400 Olympic title (Sydney 2000).

Johnson the highestpaid shoe salesman tries on a golden pair for size; Athletics, Olympics Sport Sydney Morning Herald (Australia) September 20, 2000 Wednesday

Then there's the records, times that are "so far out there that it's hard to understand," as he succinctly explained. His world record for the 200 19.32 seconds set in the Atlanta final was the first example. To mortals, his second world record 43.18 for the 400, set at the world championships last year in Seville also qualifies.

But not to Johnson, who thinks that given ideal conditions, a time below 43 seconds is possible perhaps as early as Sydney.

"I don't know when it's going to come, but I'm running out of time. As soon as possible!"

FACT FILE

MICHAEL JOHNSON

Born: September 13, 1967, in Dallas, Texas

Events: 400m, 4x400m relay

PBs: 200m: 19.32 WR; 400m: 43.18 WR.

Career highlights: 1996 Olympic 200m, 400m golds; four-time world 400m champion; twice world 200m champ.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The New Zealand Herald

December 19, 2000 Tuesday

Soccer: 'Just control it' - the power behind Brazil

SECTION: SPORT; Soccer; Worldcup

LENGTH: 735 words

It will probably remain forever one of the biggest mysteries in world football. Since July 12, 1998, acres of newsprint and hour upon hour of broadcasting time have been devoted to the question of whether Ronaldo should have played in the World Cup final against France and who decided that he should play.

The world's greatest footballer, taking the field just hours after he had suffered a fit, was a shadow of himself as Brazil were comprehensively beaten 3-0 by the hosts.

To add to the mystery, his name had not appeared on the original team-sheet published shortly before kick-off.

The question that has been repeatedly asked since that day concerns **Nike**, whose shirt deal with Brazil is the most lucrative in the world between a sportswear manufacturer and a national football team.

Did **Nike** put pressure on Brazil to include Ronaldo for their own commercial reasons? The company said at the time that it was "absurd and insulting" to suggest it had influenced team selection. While the current inquiry by the Brazilian Congress into the **Nike** deal has not provided a definitive answer, the inquiry has revealed how great a say **Nike** have in the national team's affairs.

The biggest revelation has been that Mario Zagallo, the national coach during the World Cup, had been on an individual contract with **Nike** for a year up until the World Cup finals. Zagallo's own role in the selection of Ronaldo has been the subject of much debate and that he was on **Nike's** payroll can only add weight to accusations that the sportswear company may have had some input into team selection in France.

Lidio Toledo, Brazil's chief doctor at the World Cup, told the inquiry that one of the reasons why he had cleared Ronaldo to play was that he was afraid of being lynched at home had the striker been ruled out and Brazil defeated.

Edmundo, a member of the squad, told the commission that Ronaldo had woken up unaware that he had suffered a fit.

The doctors were reluctant to tell him and it was only on the insistence of a team-mate, Leonardo, that Ronaldo was taken to hospital. Edmundo, however, is not regarded as the most credible of witnesses.

He is a wayward personality who had a vested interest in whether Ronaldo played or not as he would have been in the starting lineup had Ronaldo not been selected.

On one key point, however, his evidence is backed up by other sources. Edmundo says that Zagallo was told of Ronaldo's problem within 15 minutes.

It was the same story from Toledo, an old friend of Zagallo, and has subsequently been backed up in a press interview by the team captain, Dunga. Zagallo, however, has always insisted that he was sleeping at the time and was only told

some three hours afterwards.

When they decided to enter the football market, **Nike** saw they had to have Brazil, everyone's favourite other team. However, further research left them worried. In Brazil there was no tradition of the national side being in constant activity. The squad were called up for bursts for a World Cup, or Copa America for example.

Part of the deal, therefore, included the **Nike** tour, five games a year (which time restrictions have since reduced to two) where Brazil would be matched against opponents the company chose. To ensure the spectacle was worthy of the company's investment, eight recognised first-team players had to be included.

Because **Nike** were concerned that they might not get a fair hearing from the Brazilian legal system, the company reserved the right to take contractual disputes to a court anywhere in the world, while the Brazilian federation could take cases only to Zurich.

The business practices of an especially aggressive multinational, and their apparent lack of trust in their partner, led to an unprecedented corporate level of involvement with a national team.

In theory it looked so simple: Brazil enchant the world with wonderful football; **Nike** creams off profit and prestige.

Nike's omnipresent airport lounge commercial had helped stoke the myth of a Dream Team something which never, even briefly, presented itself on the field. When the bubble burst the biggest casualty was Ronaldo, whose mind and body gave way under the strain of carrying a wilting team through to the World Cup final.

Caught between modern business pressures and traditional national pride, his broken career is a monument to the dangers of such a potent cocktail.

LOAD-DATE: December 18, 2002

LANGUAGE: ENGLISH

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The Vancouver Sun (British Columbia)

June 2, 2000, Friday, FINAL

Woods making switch to new Nike golf ball: New ball produced a third in Germany and first in the Memorial Tournament.

BYLINE: Doug Ferguson

SECTION: Sports; F16

LENGTH: 538 words

Tiger Woods is making the switch to the swoosh.

After testing a new ball during competition in Germany and in the Memorial Tournament, Woods said Thursday he will formally switch to the Nike Tour Accuracy ball when he plays the U.S. Open at Pebble Beach in two weeks.

Woods finished third in the Deutsche Bank Open, and then won the Memorial last week by five strokes.

"I think it's done pretty good so far," he said last week.

The announcement officially ends a marketing conflict between Woods' top two golf sponsors - Nike and Titleist - that began last year when Nike entered the ball market.

Titleist argued that Nike was using Woods to promote golf balls because of two commercials - one that showed Woods bouncing a ball off his wedge, another that showed hackers on the range belting 300-yard drives as soon as Woods showed up.

CEO Wally Uihlein contemplated a lawsuit, but instead reworked Woods' deal so that he was paid only when he used Titleist equipment in tournaments. Titleist also gave up its right to have its logo on his bag and to use Woods in advertisements.

"Clearly, these were signs and signals suggestive that different futures were in the cards for both parties," Uihlein said in a statement Thursday. "Titleist has never been about one player, but rather a 50-year history of being the most played ball by more of the best players."

Woods was in Oregon on Thursday for a dedication at Pumpkin Ridge, where he won his third straight U.S. Amateur, and to attend a Nike sales meeting.

"I understand the conflicts that were inherent in Nike's introduction of a golf ball," Woods said in a statement through IMG. "I especially appreciate the way Wally, personally, and Titleist have handled this in a professional manner."

Woods is expected to continue playing Titleist clubs.

He began testing balls earlier this year while at home in Florida, and he put the Nike ball in play for the first time in Germany.

Woods making switch to new Nike golf ball: New ball produced a third in Germany and first in the Memorial Tournament. The Vancouver Sun (British Columbia) June 2, 2000, Friday, FINAL

The Tour Accuracy version he played the past two weeks is a multi-layer ball that spins less, something Woods has been working on the past year.

"Obviously, it feels different," he said last week at the Memorial. "Any time you hit a two-piece ball versus a wound ball, you're going to feel a dramatic difference. But the performance, the cover, feels very similar to mine."

Woods said the wound ball tended to peak a little more in flight, while two-piece balls were more likely to be a little more flat.

"It's going to fly a little bit different. It will just take some time getting used to that," he said.

The fact Woods has officially switched balls could be a boost to **Nike** Golf, which only has about one per cent of the ball market share.

"If he decides to switch, it's an earthquake," Bob Wood, president of **Nike** Golf, said when Woods first used the ball in Germany.

It was not immediately clear how the announcement would affect ongoing negotiations with Woods for a new **Nike** deal. **Nike** spokesman Mike Kelly said if Woods did use the ball, his original five-year contract likely would be amended.

Golf World Business reported that Woods' camp was looking over two proposals from **Nike** - one in which he used the ball.

LOAD-DATE: June 2, 2000

LANGUAGE: ENGLISH

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The State Journal-Register(Springfield, IL)

February 9, 2000 Wednesday

BUSINESS DIGEST

SECTION: Pg. 31**LENGTH:** 397 words

High-tech visas

WASHINGTON - High-tech companies, desperate for workers amid a booming economy, want to hire more foreigners and are pushing Congress to expand an immigration program that will let them do just that.

Congress temporarily expanded the program in 1998, increasing the number of six-year visas from 65,000 to 115,000 per year. But that hasn't satisfied the high-tech industry's appetite for skilled workers with college degrees.

Lawmakers on both sides of the political aisle, reacting to the industry's growing clout, are developing legislation that would respond to that desire, despite criticism from labor, which contends the foreign workers are unneeded and underpaid at the high-tech jobs.

Losing risky loans

WASHINGTON - Some lawmakers warned Tuesday that tightening rules for banks that make many risky loans to people with poor credit histories could hurt low-income and minority neighborhoods that depend on such loans.

Federal regulators made the proposal because of concerns about recent bank failures. Two big bank failures - of First National Bank of Keystone, based in Keystone, W.Va., and BestBank of Boulder, Colo. - involved fraud and cost the Federal Deposit Insurance Corp. more than \$1 billion.

Regulators and lawmakers are concerned about the eight U.S. bank failures last year, which occurred amid a booming economy.

Swoosh: Nike stock falls

BEAVERTON, Ore. - Shares of Nike fell nearly 19 percent Tuesday after the athletic shoe maker said it will not meet earnings expectations for fiscal 2000.

In a statement, Nike said it still expects its earnings per share to grow 20 percent despite a shakeout in the U.S. retail industry. Nevertheless, Nike president Tom Clarke said that annual earnings per share could fall below the current estimates of \$2.08 by analysts surveyed by First Call/Thomson Financial.

Excluding a restructuring charge, Beaverton-based Nike earned \$1.66 per share in fiscal 1999, which ended May 31. A 20 percent increase would mean earnings of about \$1.99 a share.

On the news, investors sent the stock down \$8.37 1/2 to \$36.87 1/2 - a 52-week low - at 3:30 p.m. CST on the New York Stock Exchange.

Clarke said many of **Nike's** retail partners in the U.S. have experienced a slump in footwear sales, causing them to close many of their stores.

FROM WIRE SERVICES

LOAD-DATE: June 29, 2000

LANGUAGE: ENGLISH

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The New York Times

June 20, 2000, Tuesday, Late Edition - Final

Foreign Affairs; Knight Is Right

BYLINE: By THOMAS L. FRIEDMAN**SECTION:** Section A; Page 25; Column 5; Editorial Desk**LENGTH:** 728 words

Some things are true even though Phil Knight, the chairman of **Nike**, believes them.

Mr. Knight recently made news by suddenly withdrawing a contemplated \$30 million gift to the University of Oregon after the university balked at joining a coalition -- the Fair Labor Association (F.L.A.) -- that was formed by human rights groups, colleges, the U.S. government and companies such as **Nike** to alleviate global sweatshop conditions. Oregon opted to join an alternative group being pushed on college campuses, the Worker Rights Consortium (W.R.C.), which also plans to combat sweatshops, but refuses to cooperate with any companies, such as **Nike**.

The natural assumption is that Mr. Knight is wrong. The truth is, **Nike** has a shameful past when it comes to tolerating sweatshops. But on the question of how best to remedy those conditions in the future -- which **Nike** has now agreed to do -- Mr. Knight is dead right and Oregon wrong: The best way to create global governance -- over issues from sweatshops to the environment -- when there is no global government is to build coalitions, in which enlightened companies, consumers and social activists work together to forge their own rules and enforcement mechanisms. That's what the F.L.A. represents and it's what the W.R.C. doesn't.

We've heard plenty this year about the downsides of globalization. The question is what to do about it. The more radical protesters, such as the W.R.C., want to trash multinationals and get the World Trade Organization to set rules for workers and the environment, not just for trade. And what practical effect have the protesters had so far? Zero.

So what to do? Well, it comes down to this: Do you want to make a point or do you want to make a difference? The F.L.A. was formed to make a difference. The W.R.C. was formed to make a point.

The F.L.A. was founded four years ago, and it now includes the Lawyers Committee for Human Rights, the National Council of Churches, the International Labor Rights Fund, 135 universities and major apparel companies such as Liz Claiborne, Levi Strauss, **Nike**, Reebok and Adidas. After long talks, this diverse group agreed on a nine-point code for any apparel factory anywhere in the world -- including rules against forced labor and child labor, as well as freedom of association, minimum wages, maximum working hours, lighting, bathrooms and safety. They also agreed on a system of independent monitoring, surprise inspections and follow-ups, which is now being tested in five developing countries.

Companies whose factories comply will be able to sew an "F.L.A." label into their clothing, and the 135 universities have agreed that their logos will go only on F.L.A.-made products. Global brands can't afford any longer to be associated with sweatshops, and the F.L.A. creates a credible system for empowering consumers to punish dirty companies and reward improving ones.

The W.R.C., by contrast, is backed by protectionist U.S. unions, such as Unite, that don't want any system that would give a stamp of approval to any production outside the U.S. That's one reason the W.R.C. won't work with companies. But that means the W.R.C. has no way of consistently monitoring factories or following up remedies, and it is only focused on clothing sold on college campuses.

It's good that there's a W.R.C. out there noisily protesting sweatshops and embarrassing companies. But the W.R.C. is not a substitute for the F.L.A., which has a comprehensive strategy for upgrading the whole apparel industry. It's a pity that some cowardly college presidents -- intimidated by a few vocal and often uninformed students -- have quit the F.L.A. in favor of the W.R.C.

"If you want to improve people's lives in the absence of a global government, you need to align the economic interests of the better global companies with the social interests of the least advantaged people," said Sam Brown, the 1960's antiwar activist, former U.S. ambassador and now director of the F.L.A. "We need to make these companies our allies, not our opponents. We won't change the world overnight. But it is foolish to dismiss the F.L.A. because it does not go far enough or fast enough. The issue is how to get from here to there, and the F.L.A. has a real strategy for harnessing U.S. consumer power to change the lives and working conditions of real people."

<http://www.nytimes.com>

LOAD-DATE: June 20, 2000

LANGUAGE: ENGLISH

TYPE: Op-Ed

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Hobart Mercury (Australia)

September 30, 2000, Saturday

Nike set for Man U deal

SECTION: SPORT; Pg. 125

LENGTH: 50 words

NIKE is set to shell out \$790 million to have its logo appear on the jerseys of the world's most popular professional soccer club, Manchester United, a media report said yesterday.

The massive 15-year deal is to begin in 2002, when Manchester United's present contract with Umbro expires.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The Evening Standard (London)

January 19, 2000

John David in festive leap

SECTION: Pg. 42

LENGTH: 90 words

THE **Nike**, Adidas and Reebok brands made further inroads into the nation's wardrobes this Christmas, according to retailer John David Sports.

Its trading statement today showed a 17.6% rise in like-for-like sales over the five weeks to 1 January.

The shares were unchanged despite the news it was losing its chief executive, David Patrick, after a clash with the longstanding chairman John Wardle and finance director Peter Cowgill.

Wardle resumes the position of chief executive which he had before Patrick joined.

LOAD-DATE: January 20, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Express

April 7, 2000

NIKE'S GBP 6M RUNNING BATTLE**BYLINE:** FROM IVOR KEY IN NEW YORK**LENGTH:** 401 words

AN orthopedic surgeon is suing **Nike** for GBP 6million after tripping over a lace on her trainers.

Dr Deborah Faryniarz says she suffered permanent injuries to her wrist when she fell while jogging. She says the design of the footwear, Certitude Cross trainers costing GBP 62, was to blame.

Pregnant with her first child at the time, she says the injury to her right wrist came only days before she was due to begin performing wrist operations. She claims she now needs help while carrying out surgery including getting other medical staff to twist screws into bones. In documents filed in the US District Court in Manhattan, the New York doctor said she was wearing the Certitude Cross trainers when her right lace hooked around the distinctive leather heel tab of the left shoe.

She was due to begin performing wrist operations where she worked "but she ended up with her supervising professor also treating her," said her lawyer James Kreindler. He added, however, that her child was born healthy despite the fall in April last year.

Since the injury, he said, Dr Faryniarz had managed to continue to perform operations and other work but only with the help of fellow doctors and nurses.

It is alleged that **Nike** was negligent for "carelessly designing, manufacturing, assembling, inspecting, testing and distributing" the trainers. The crux of the lawsuit, said Mr Kreindler, was that **Nike** allegedly knew their product was hazardous but failed to fix the flaws.

The lawsuit claims the fall was caused by a leather tab which rises about an inch and a half from the back of the shoe and is used to pull it onto the foot.

On Certitude Cross trainers, it's claimed, the tab is larger and more rigid than on other designs, making it easier for the shoelace to catch on it. Mr Kreindler said that as a result of tripping, Dr Faryniarz suffered "permanent physical disfigurement and disabilities with far reaching effects on all aspects of her personal and professional life".

He added: "Ms Faryniarz also suffered great pain, suffering and mental anguish. She is still trying to be a surgeon but is uncertain what her future will be."

Cheryl McCants, a spokeswoman for **Nike** in Beaverton, Oregon, said the company was not ready to comment. **Nike** is the world's leading maker and marketer of athletic shoes with a GBP 5billion turnover and profits of GBP 330million last year.

LOAD-DATE: April 13, 2000

LANGUAGE: English

PUB-TYPE: Newspaper

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The Daily Telegraph (Sydney, Australia)

June 21, 2000, Wednesday

Aboriginals' outrage over Cathy's 'sorry' commercial

BYLINE: TOM SALOM

SECTION: LOCAL; Pg. 6

LENGTH: 335 words

SPORTSWEAR giant **Nike** has come under fire for using Aboriginal runner Cathy Freeman in a TV commercial that features the word "sorry" 15 times.

Freeman plays only a minor role in the commercial, but the timing of its release has stung Aboriginal activists.

National Sorry Day Committee chairman Audrey Kinnear claimed **Nike** was trying to exploit the reconciliation process.

Ms Kinnear said the continuous use of the word "sorry" trivialised the issue of whether the Federal Government should apologise to the stolen generation.

"By using 'sorry' so many times and in so many ways, they are actually trivialising what 'sorry' stands for," Ms Kinnear said.

"It's not Cathy's fault, but many Aboriginal people would be thinking that Cathy is guilty by association.

"I thought that with all the publicity, nationally and internationally, they would have been a bit more sensitive about it," she said.

Nike has used 20, mainly Olympic, athletes who apologise to their family, friends and workmates for their obsession with sport.

Most, including runner Steve Moneghetti and footballer James Hird, say "Sorry" in a light-hearted manner for being driven by success.

Teenage runner Georgie Clarke apologises to her school friends for training instead of walking home with them and embattled spin bowler Shane Warne says sorry to Dennis, in an apparent reference to breaking Dennis Lillee's wicket-taking record.

Freeman doesn't actually say "Sorry", but turns to the camera and says, "Can we talk about this later?" before running off into the distance.

Nike Olympics spokeswoman Megan Ryan said the timing of the "sorry" commercial was purely coincidental.

Nike was trying to show how athletes had to apologise to a lot of people they did not have time for during Olympic preparations.

Aboriginals' outrage over Cathy's 'sorry' commercial The Daily Telegraph (Sydney, Australia) June 21, 2000,
Wednesday

"While we understand there is some sensitivity and contention around the 'sorry' issue, it was more a behind-the-scenes look at athletes ... they have to say sorry to a lot of people," she said.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Toronto Star

January 7, 2000, Friday, Edition 1

NIKE IN DIRTY SHIRT SCANDAL**SECTION:** SPORTS**LENGTH:** 941 words

BERLIN - **Nike** said yesterday it is investigating charges that its jerseys for a popular German soccer club are laced with a toxic anti-bacterial chemical. German department stores weren't waiting and were already pulling the shirts off shelves.

The action followed a German television report that Borussia Dortmund's yellow-and-black jerseys contained tributyltin, a heavy metal compound used in anti-barnacle paint for ships.

Also used to kill bacteria and quell the smell of sweat, TBT would seem an ideal additive for sports shirts. But tests have shown the substance to cause mutations in marine snails and the World Wildlife Fund is calling for its global ban.

Borussia Dortmund didn't seem worried, though. The team will don its regular outfit for an exhibition match tomorrow, a club spokesperson said.

Canada edged

BARCELONA - Sukhbir Singh Gill scored the only goal as India beat Canada 1-0 in the opening round of the four-nation men's field hockey tournament yesterday. After a dry first half, India scored in the 38th minute to defeat Canada, the gold medalist at last summer's Pan Am Games in Winnipeg. Canada plays Spain today.

Kiwis clinch

NAPIER, New Zealand - Stephen Fleming blazed his second successive half-century against the West Indies to guide New Zealand to a four-wicket win yesterday in the third limited-overs international and clinch an unbeatable 3-0 lead in the five-game series. West Indies was dismissed for 159. Fleming scored 66 and Nathan Astle 50.

Volleyballers roll

LAKELAND, Fla. - The Canadian women's volleyball team has only the U.S. squad between it and a berth in the Olympic Games later this summer at Sydney, Australia. Canada downed the Dominican Republic 3-2 (24-26, 25-20, 23-25, 25-19, 15-12) yesterday in the four-country North America, Central America and Caribbean zone qualifying tournament to improve to 2-0. Canada will meet the U.S. in the final tomorrow, with the winner qualifying for Sydney.

Canuck tops card

NEW YORK - Canada's Kirk Johnson will be featured when promoter Cedric Kushner opens a series of all-heavyweight boxing shows Jan. 27 at the Manhattan Center. The card will pit Johnson (28-0-1, 20 KOs) of North Preston, N.S., against Israel Cole (15-9-4, nine KOs) of Las Vegas.

King of the hill

BISCHOFSHOFEN, Austria - Austrian Andreas Widhoelzl won the Four-Hill Tour by posting a hill record and soaring to victory yesterday in the last stop of the World Cup ski jumping series. Widhoelzl, 23, won the championship over Janne Ahonen of Finland and Martin Schmitt of Germany, who also finished the event in that order. Widhoelzl set a record for the K120 hill by soaring 131.5 metres in the first series, then flew 129 metres in the second heat.

WITH FILES FROM STAR WIRE SERVICES

LOAD-DATE: January 7, 2000

LANGUAGE: English

GRAPHIC: PETER BRENNEKEN/AP

TOXIC TOPS:

A German fan examines Borussia Dortmund jerseys yesterday.

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Sunday Herald Sun (Melbourne, Australia)

September 10, 2000, Sunday

a casual approach

BYLINE: Sarah Wilson

SECTION: SUNDAY MAGAZINE; Pg. Z26

LENGTH: 466 words

Playing the game

Nike contrast jacket \$79, "Dri-Fit" tank \$45 and 3/4 track pants \$49; Reebok "Storm" DMX runners \$129.

Functionally fashionable

French Connection jacket \$130; M-One-11 "Kano Crew" T-shirt \$87.90; Dangerfield "Detached" pants \$145; Acupuncture "Dom Dom" runners \$199.

Splash the color round

M-One-11 "Treatment" muscle

T-shirt \$43.90; Lee "Jaffa"

jeans \$110; Le Freak "Slide"

runners \$109.

All-weather wearing

Diesel "Kloot" jacket \$319

and "Type 73" pants

\$209; Le Freak "Disco"

runners \$109.

LA loafin' gear

M-One-11 "Dugout" T-shirt \$54.90; Lee men's 3/4 jeans (also available in women's) \$110; Puma "GV Special" runners \$120.

The savvy sportsman

Nike sweat top \$79 and track pants \$49; Puma "High Frequency" vest \$88; **Nike** Air "Presto" runners \$160.

a casual approach Sunday Herald Sun (Melbourne, Australia) September 10, 2000, Sunday

Bright and basic

Paul Frank "Aardvark" T-shirt \$45; Portmans stretch denim jacket \$79.95; Mooks lounge shorts \$96; Le Freak "Disco" runners \$109.

Smart, yet casual

French Connection knit top \$120; A/X Armani Exchange fringe shorts \$140; French Connection leather runners \$170.

*

Taking trainers to the street

Why work out when you can strut inner-city streets in these?

Acupuncture "Taffy" (women's) \$189.

Zoe Wittner "Claren" (women's) \$99.95.

The trendsetters

Be noticed: Try an old school style or sneakers with attitude.

Puma "Sprint" (unisex; exclusive to Marcs) \$150.

Acupuncture "Andro" (men's) \$199.

Trainers with a purpose

Sometimes you just need a shoe that gets straight down to business.

Globe "Chet Thomas IV" (men's skate) \$174.95.

Reebok "Daytona" DMX (men's running) \$159.

Mould-to-the-foot comfort

New technology, new comfort. Try **Nike's** five-sizes-fits-all "Presto" or slip on a lace-free.

Puma Flow "Slip On" (unisex) \$120.

Nike Air "Presto" (unisex) \$160.

Smartening up sneakers

Sneaker comfort meets snappy dressing. Team these with a suit or your Sunday best.

French Connection (men's) leather \$170.

Zoe Wittner "Mouton" (women's) \$129.95.

Slide it on

Flip-flopping around has never been so comfortable. Lose the laces and slide away.

a casual approach Sunday Herald Sun (Melbourne, Australia) September 10, 2000, Sunday

Le Freak "Slide" (women's) \$109.

Diesel "Daze-e" (women's) \$138.60.

*

Stockist inquiries:

Acupuncture: (02) 9967 2344. Wittner: 1300 137 463. Puma: 1800 811 511. Marcs: (02) 8396 7800. **Nike:** 1300 656 453. French Connection: 1800 006 655. Globe: (03) 9428 9428. Reebok: (02) 9698 7000. Le Freak: (03) 9820 9333. Diesel from Louis Epstein Jeans: (03) 9826 1035. M-One-11: (03) 9428 9428. Dangerfield: (03) 9416 3694. Lee: (03) 9482 7133. Paul Frank: (03) 9428 9428. Portmans: (03) 9429 2166. Mooks: (03) 9428 9428. A/X Armani Exchange: (02) 9231 0047.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: SHS

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The Advertiser

June 7, 2000, Wednesday

Nike settles with union

SECTION: NEWS; Pg. 14

LENGTH: 55 words

SPORTSWEAR giant **Nike** admitted yesterday it was guilty of breaching the Clothing Trades Award and agreed to pay the textile workers' union \$15,000 in penalties.

The company reached a settlement with the Textile, Clothing and Footwear Union of Australia after the union brought proceedings against it in the Federal Court.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The New York Times

April 29, 2000, Saturday, Late Edition - Final

Sweatshop Monitor Invites Corporate Input

BYLINE: By STEVEN GREENHOUSE**SECTION:** Section A; Page 9; Column 1; National Desk**LENGTH:** 607 words

Representatives of universities belonging to a new group set up by students to monitor apparel factories led a call yesterday to give companies a greater say in the group's work. The move came as **Nike**, the footwear giant, moved once again against a university that had joined the monitoring group.

Meeting in a Chicago suburb, university officials said it was time for the monitoring group, the Workers Rights Consortium -- which is run by students, university officials and human rights and union leaders -- to begin a dialogue with apparel producers like **Nike**.

Over the last week, the consortium has come under heavy fire from **Nike**, which accuses the group of being unfriendly to business and not giving companies a say in its affairs. Phil Knight, **Nike's** chairman and founder, even announced that he would not make a planned \$30 million donation to his alma mater, the University of Oregon, because it had joined the consortium.

On Thursday, **Nike** announced that it was ending negotiations to renew a six-year, multimillion-dollar licensing agreement with the University of Michigan because that institution had joined the consortium.

Student anti-sweatshop groups persuaded nearly 50 universities to join the consortium as a way to monitor factories, in the United States and abroad, that make apparel under license for colleges. The consortium's goal is to make sure apparel carrying a university's name is not made in sweatshops.

Lawrence Mann, associate chancellor of the University of Illinois and a leader of the Workers Rights Consortium, said a major topic at yesterday's meeting was the universities' desire to give the industry a greater voice in the consortium. But Mr. Mann said his university and most others in the group opposed giving companies a seat on the board.

"The college and university group appears to be unanimous about the importance of engaging industry in the discussion," he said in a telephone interview from the headquarters of the Big 10 Conference in Park Ridge, Ill. "If that doesn't happen, the reality is the membership of the Workers Rights Consortium is just talking to itself."

Mr. Mann said the universities were pushing to give companies more say even before **Nike** acted against the universities of Oregon and Michigan.

"This is not being motivated by anything **Nike** has done," Mr. Mann said. "But the concern expressed by **Nike** and other companies is a very legitimate question."

Peter Romer-Friedman, a University of Michigan junior who is one of the 3 students on the consortium's 12-member board, praised the universities' call to begin talking with companies.

"The Workers Rights Consortium wants to engage **Nike** and other companies in a dialogue so we can work together to improve working conditions in all factories," Mr. Romer-Friedman said.

Nike supports another monitoring group, the Fair Labor Association, which is backed by the White House and includes a dozen companies, 135 colleges and a handful of consumer and human rights groups. That association has created an elaborate plan to inspect factories around the world.

But student anti-sweatshop groups insist that the Fair Labor Association is dominated by companies and will not carry out tough, independent inspections.

Nike said it had ended negotiations with Michigan because, in its view, the university had unilaterally changed terms of the agreement to comply with the requirements of the Workers Rights Consortium.

Using unusually harsh language, the university said, "**Nike** has chosen again to strike out at universities committed to finding appropriate ways to safeguard and respect human rights."

<http://www.nytimes.com>

LOAD-DATE: April 29, 2000

LANGUAGE: ENGLISH

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USA TODAY

December 15, 2000, Friday, FINAL EDITION

Nike Tournament of Champions has 13 Top 25 girls teams

BYLINE: Chris Lawlor

SECTION: SPORTS; Pg. 13C

LENGTH: 557 words

It's the most intriguing **Nike** Tournament of Champions in its three-year history that tips off Monday in Chicago and Evanston, Ill.

Why the intrigue? Simply, the 32-team girls basketball tournament, which is split into two divisions, features 13 entries in USA TODAY's Super 25 rankings. The eventual champion of the tournament's Red Division, considered the elite flight, can make a strong claim for the nation's top ranking.

Fueling the tournament's magnitude is Tuesday's loss by Highlands Ranch (Colo.), the top-ranked team. Preseason No. 1 Ben Davis of Indianapolis lost last week.

"I think that fact makes the tournament much more exciting for people to watch," says Mountain View (Orem, Utah) coach Dave Houle, whose No. 11-ranked team plays Bellevue (Wash.). "Hey, this is our one glimmer of hope to show that Utah teams play big-time basketball. Somebody's going to leave the tournament 4-0 and another 0-4."

Other Red Division matchups are: Narbonne (Harbor City, Calif.)-Hart County (Munfordville, Ky); North Atlanta (Ga.)-Bullis School (Potomac, Md.); South Sioux City (Neb.)-Mount Vernon (Alexandria, Va.); Hanford (Calif.)-John Marshall (Chicago); Riverdale Baptist (Upper Marlboro, Md.)-Germantown Academy (Fort Washington, Pa.); and Berkeley (Calif.)-Miami Edison.

The tournaments will be played at DePaul University's Athletic Center and Northwestern's Welsh-Ryan Arena. The Red Division title game is Thursday afternoon at Welsh-Ryan.

The tournament makes its inaugural appearance in the Midwest after a run in Santa Barbara, Calif.

Nike Tournament of Champions has 13 Top 25 girls teams USA TODAY December 15, 2000, Friday,

"If you want to be the best, you must play the best," Narbonne coach James Anderson said. "We feel that our program is top five every year. This tournament prepares us for our state tournament."

In the Blue Division, there are two key first round contests involving USA TODAY Regional teams: Brea Olinda (Brea, Calif.)-Mountain Pointe of Phoenix, 10th in the West Regional rankings; and Whitney Young (Chicago)-Briarcrest Christian, seventh in the South Region.

Support group: DeMatha Catholic (Hyattsville, Md.) players shaved their heads before a game this week in a show of support for boys coach Morgan Wootten's 13-year-old grandson, Stephen Paul, who has Hodgkin's Disease and is undergoing chemotherapy.

"I heard a rumor they might do that," said Wootten, whose team is ranked fifth by USA TODAY. "Then, boom, I saw it. It really chokes you up."

Wootten said his grandson, who knows several of the DeMatha players from attending his camp, thought the action "was awesome."

Briefly: Lamar Rogers of Clarkrange (Tenn.) became the 13th girls high school basketball coach with 700 victories, in a 67-54 win over Pickett County. The win left Rogers, 48, with a 700-130 record in 25 seasons at Clarkrange. He has won six state titles. [#133] The South Puget Sound League in Seattle has suspended wrestling matches and contract drills until Thursday because of skin infections -- including herpes gladiatorum, a herpes simplex strain -- caused from skin-to-skin contact. A wrestler from Auburn High was hospitalized with skin lesions, four were affected to varying degrees at Lake Washington High and two from Enumclaw High are on antibiotics for bacterial infections.

Contributing: Don Collins

LOAD-DATE: December 15, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO, B/W, Tim Dillon, USA TODAY; Support: DeMatha coach Morgan Wootten's players support his ailing grandson.

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USA TODAY

May 25, 2000, Thursday, FINAL EDITION

Ex-Nike exec named marketing leader

SECTION: SPORTS; Pg. 2C

LENGTH: 117 words

Norm Blake hired a "Just Do It" kind of executive when he named Matt Mannelly his new chief marketing officer of the U.S. Olympic Committee.

Mannelly, who has been with Nike since 1993 and most recently worked as the company's global director of retail development, will oversee the USOC's corporate marketing and communications division. He joins USOC on June 5. With no Games in the USA after the 2002 Olympics, attracting sponsors could pose a bigger challenge than usual.

"Matt Mannelly will head up a program for marketing and brand development for the USOC that will be a world-class model," said Blake, who just finished his first 100 days as the new CEO of the USOC.

LOAD-DATE: May 25, 2000

LANGUAGE: ENGLISH

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San Jose Mercury News (California)

March 17, 2000 Friday MORNING FINAL EDITION

STRONG SALES BOOST **NIKE'S QUARTER PROFIT**

BYLINE: Compiled from the Associated Press, Bridge News and Bloomberg, News

SECTION: BUSINESS; Pg. 2C

LENGTH: 72 words

Nike Inc., the world's largest footwear maker, said Thursday its fiscal third-quarter earnings rose by 18 percent on strong shoe sales in the U.S. and "robust" international business. The sports apparel and footwear maker posted third quarter net income of \$145.3 million, or 52 cents a share, on revenues of \$2.16 billion, compared to \$124.2 million, or 44 cents a share, on revenues of \$2.18 billion a year ago.

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: Business News

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The Daily Telegraph (Sydney, Australia)

July 19, 2000, Wednesday

Sci-fi gear a year ahead of 2001

BYLINE: MELISSA HOYER

SECTION: LOCAL; Pg. 5

LENGTH: 440 words

OF COURSE our Olympic competition team uniforms have gone the green and gold.

Let's face it, recognition of our sporting prowess wouldn't be the same if we didn't see that ghastly colour combo take to the podium to accept the golds. Or silver. Or bronze.

But this time, instead of jeering our usual, nauseating sports colour alliance, we should be cheering them.

The collection is slick, polished and in tune with the fusion of sport and style.

At yesterday's "reveal" of the gear our Olympians and Paralympians hope will help them to win gold, the unveiling took on serious fashion show proportions.

Following a lead thrust onto the fashion scene a few seasons ago -- that of "techno-charging" every piece in your wardrobe -- the same vibe was felt in the Australian uniforms.

With the help (the entire design expertise in fact) of American mega-brand **Nike**, our uniforms blend cutting-edge fabric development and technically advanced designs.

Of course, the choice of a US brand to furnish our athletes will ruffle a few (and totally unsuitable) local fashion feathers, but get with it guys.

The globalisation of the Olympics is complete -- and the all-too-familiar **Nike** "swoosh" is a welcome global brand to outfit our notable sporting names.

Where it leaves the athletes with "other" sponsors will no doubt be another sticking point for our Olympic big guns.

To "Australianise" the look of the uniform (after all, **Nike** is outfitting 21 other countries) each piece has a small Southern Cross and "waterfall"

print design.

Simply, if going faster, higher and stronger is the objective, **Nike** have pulled out every trick in the design manual.

Steering away from that usual acid-tone of yellow and that garish shade of green, both colours have been toned back a few pegs.

The yellow is softer and more buttercup-looking while the greens used are reminiscent of a schoolyard shade and not as

tough on the eye.

Track and fielders are going to look like something out of 2001: A Space Odyssey (they're a year ahead in fact) with full-body, "swift" suits hugging and embracing every muscle and curve. The suits will also include their heads and even their wrists.

Our ball-sports athletes are in sleeveless, V-neck, "fashion now" T-shirts and beach volleyballers look like they could have come off the Baywatch set. But at least, our athletes have talent.

Editorial: Page 30

'I love the freedom of the two piece and the green and gold. I'll stick with it'

--Lee Naylor (400m athlete)

'The fabric is a little bit different for basketball because it's a lot lighter'

-- Boomers guard Shane Heal

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Metropolitan News Enterprise (Los Angeles, California)

March 21, 2000, Tuesday

Nike Statements on Asian Labor Conditions Were Protected Speech, Appeals Court Rules

BYLINE: By a MetNews Staff Writer

SECTION: Pg. 1

LENGTH: 713 words

A state appeals court yesterday rejected a private citizen's attempt to hold athletic shoe giant **Nike**, Inc. liable for alleged misrepresentations of its labor practices in the Asian countries where its products are made, saying the company's public relations campaign on the subject shouldn't be judged by the same rules that govern advertisements.

The First District Court of Appeal affirmed a San Francisco trial court's dismissal of Marc Kasky's lawsuit against the company on First Amendment grounds.

The press releases and public statements that were part of **Nike's** public relations campaign to address allegations of abusive working conditions were part of a public dialogue on a matter of public concern, and were thus protected speech, Justice Douglas E. Swager wrote for Div. One. The communications went beyond the realm of more narrowly protected commercial speech, he said.

"**Nike** exemplifies the perceived evils or benefits of labor practices associated with the processes of economic globalization," Swager said.

"Though participants in purely private labor disputes are entitled to certain First Amendment protections, **Nike's** strong corporate image and widespread consumer market places its labor practices in the context of a broader debate about the social implications of employing low-cost foreign labor for manufacturing functions once performed by domestic workers," he said. "...Information about the labor practices at **Nike's** overseas plants thus constitutes data relevant to a controversy of great public interest in our times."

Although **Nike** is a U.S.-based company, its factories are owned by South Korean and Taiwanese firms, and are located in those countries, China, Thailand, Indonesia and Vietnam.

Court records show that 300,000 to 500,000 **Nike** employees work to manufacture the shoes and other athletic gear in Asian countries.

Although a **Nike**-hired consulting firm reported favorable working conditions at the factories, other investigators reported poor health conditions, 11- to 12-hour work days, compulsory overtime, violation of minimum wage laws, exposure to dangerous levels of dust and toxic fumes, and employment of workers under the age of 16.

A series of newspaper and television reports in 1996 and 1997 put additional pressure on the company for its overseas labor record.

Nike Statements on Asian Labor Conditions Were Protected Speech, Appeals Court Rules Metropolitan News
Enterprise (Los Angeles, California) March 21, 2000, Tuesday

Nike fought back with a costly public relations campaign that characterized the company as a leader in the fight to improve working conditions in the hot countries. Press releases detailed answers to the allegations, as did a series of letters to collegiate athletic directors.

Kasky sued over those releases and letters, alleging that **Nike** misrepresented the facts when it asserted that workers are not subjected to corporal punishment or sexual abuse, that the laws and regulations on wages, hours, health and safety were observed, that pay averaged double the minimum wage in Southeast Asia, and that employees receive free meals and health care and a "living wage."

Nike and five of its corporate officers, who were also sued, filed demurrers, which were sustained without leave to amend by a San Francisco Superior Court judge.

The courts began recognizing First Amendment protection for commercial speech in 1975 but allowed restraints when such speech was deemed false, deceptive or misleading.

Swager said the statements at issue for **Nike** were intended to promote a favorable corporate image and demand a different analysis than that applying to product advertisement.

"The press releases and letters at issue here cross the boundary between political and private decisionmaking," the justice said. "The citizen may want to translate personal discontent over **Nike's** labor practices into political action or may merely wish to refrain from purchasing its products manufactured by undesired labor practices, just as he or she may wish to buy products with a union identification."

The analysis isn't changed by the fact that **Nike** has an economic motivation in defending its corporate image from criticism, he said. The communications were still part of a "public dialogue on a matter of public concern within the core area of expression protected by the First Amendment," he said.

The case is Kasky v. **Nike**, Inc., A086142.

LOAD-DATE: April 17, 2000

LANGUAGE: ENGLISH

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The Irish Times

September 15, 2000

Olympic money games

BYLINE: (Financial Times Service)

SECTION: CITY EDITION; BUSINESS THIS WEEK 1; ADVERTISING; Pg. 53

LENGTH: 722 words

When the Games of the 27th Olympiad open in Sydney this morning, don't expect a **Nike** advertising campaign about the worthless value of a silver medal.

At the Atlanta summer games four years ago, the US sportswear giant ran a controversial campaign with the slogan: "You don't win silver. You lose gold."

This unsportsmanlike message drew a sharp rebuke from the International Olympic Committee, which was upset to see one of its central tenets - that it is the taking part, not the winning, that counts most - so publicly rubbished. **Nike** has since become an official sponsor of the Sydney Games. But the committee is hoping for far wider changes in the commercialism surrounding the Olympics. Atlanta was something of a disaster for the Olympic movement's image. Stall-holders attempting to cash in on the games made the city seem more like a giant fleamarket than host to the world's premier sporting event.

"Atlanta is actually a great city," says Mr Michael Payne, the International Olympic Committee's marketing director.

"But what the world saw during the games was not reflective of a great city, or of the Olympic movement."

Sydney's organisers have plans covering everything from revised agreements with sporting goods companies, such as Adidas and **Nike**, to introducing new permits for buskers. Laws have been introduced limiting authorised food and merchandise vendors to six designated areas in the city. At the committee's insistence, the Australian government has introduced stringent restrictions on billboards around Olympic venues. All adverts bigger than five square metres must be approved by the government.

"That means we're not going to see any giant Reebok or Pepsi signs," says the Sydney organising committee. Neither Reebok nor Pepsi are official sponsors.

The International Olympic Committee has also taken initiatives of its own. A code of conduct requires sporting goods companies to consult it about their marketing campaigns. In return, the companies can make use of individual athletes' images and endorsements during the Games - something they were previously denied because of IOC-approved contracts signed between athletes and their national teams.

The result is a peculiar one. Advertising campaigns that might previously have been condemned as an unofficial "ambush" now have committee approval. For example, Adidas has launched a worldwide television campaign that boasts that Adidas-sponsored athletes will take part in 26 of the 28 sports in Sydney. Yet Adidas is not an International Olympic Committee sponsor. "We're just doing effective marketing," says Mr Rob Mills, the company's marketing director in Australia. "Our objective is not to be seen as an Olympic sponsor. Our objective is to make our brand

stronger." Sydney's preparations have benefited from the fact that city, state and Games organisers are working under the guidance of a single committee. In Atlanta a quasi-corporate committee took charge of the Games but left preparations such as permits for street vendors to city officials.

Mr Payne believes Sydney will serve as a model for other Olympic host cities. For the Olympic movement and its corporate sponsors, that may be so: but the impact on the host cities may prove a mixed blessing. Leaving aside the boost to tourism and other benefits, Sydney's Games will cost New South Wales taxpayers 140 million Australian dollars (E90 million). Atlanta, for all its tacky commercialism, made a modest profit for the city. Moreover, doubts remain as to whether the clean-up will succeed. Even with the restrictions put in place, there are many signs that other advertisers plan to gatecrash the party.

Australian airlines Qantas - which is not a sponsor - and Ansett - the "official airline" of the Sydney Games - this month tussled in court over Qantas advertising with an Olympic theme.

Once the television cameras start rolling, unauthorised laser light shows and aircrafts etching logos in the skies over Bondi Beach are widely expected.

"I know there have been many non-sponsors in Sydney in the past two weeks organising what they're going to do," says Mr Martin Hiron, director at marketing research company Sweeney Research in Melbourne.

The sheer pulling power of the Olympics means controlling advertising is one game the organisers can never win.

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

Copyright 2000 The Irish Times

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The Independent (London)

November 12, 2000, Sunday

COUNTER: 4 OF THE BEST TRAINERS

SECTION: FEATURES; Pg. 5

LENGTH: 189 words

NIKE

pounds 49.99 Best for joggers

Nike's Superfly trainer in grey and red suede is based on lightweight running shoes but without the studs used on the track. Available from Offspring (tel: 020 7251 6646).

ADIDAS

pounds 50 Best for splashing out

As its name suggests, the Water Moc has been made with aqua sports lovers in mind. Its sole has a special grip to avoid any awkward slip-ups and the colour -coordinated cover stops your laces from getting in the way. From selected stockists (tel: 0161 419 2500).

PUMA

pounds 120 Best for yoga

The Nuala shoe was specially designed by Christy Turlington to be the ultimate footwear for practitioners of this ancient art. Its futuristic silver and black design makes it perfect for clubbers, too. Available from Offspring, as before.

NEW BALANCE

pounds 29.99 Best for all-rounders

The W996 ladies' trainer from US footwear company New Balance deserves a better name. This smart grey shoe would be equally at home in the office or on the dancefloor, and the Velcro straps make it easy to slip on and off. Available from Size? (tel: 020 7287 4016).

LOAD-DATE: November 12, 2000

LANGUAGE: ENGLISH

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Hobart Mercury (Australia)

April 7, 2000, Friday

Nike sued by New York doctor

SECTION: WORLD; Pg. 17

LENGTH: 24 words

A NEW YORK surgeon has sued **Nike** Inc for more than \$A16.5 million. She claimed her jogging shoes tripped her and caused permanent injury.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The Vancouver Province (British Columbia)

October 26, 2000 Thursday Final Edition**Nike** sorry for 'drooling' disabled ad**SOURCE:** News Services**SECTION:** Sports; Pg. A69**LENGTH:** 315 words

For the second time in a month, **Nike** has withdrawn an advertisement and apologized after complaints that material intended as humorous was considered offensive.

First, it was a television commercial featuring middle-distance runner Suzy Favor Hamilton fleeing a chainsaw-wielding maniac in a parody of various horror movies. Now it is a magazine ad that spoofs the dangers of trail running, but contained material that drew complaints that it was insulting to the disabled.

The ad for the Air Dri-Goat trail running shoe claims it will prevent a runner from slamming into a tree and "... rendering me a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the Earth in a motorized wheelchair ..."

ELVIS OUT

Jeff Langdon will replace the injured Elvis Stojko at Skate Canada next month.

Langdon, of Smiths Falls, Ont., trains at the Mariposa club in Barrie, Ont.

"Jeff is a very strong skater who has represented Canada on the international scene for quite some time now," said Marilyn Chidlow, president of Skate Canada.

Langdon has two top-10 finishes at the world championships, in 1997 and '98.

Stojko is suffering from tendinitis in his left heel.

BRIEFLY ...

Top-ranked Martina Hingis breezed into the quarterfinals of the \$2.05-million-US Kremlin Cup Wednesday, crushing Kveta Hrdlickova of the Czech Republic 6-0, 6-1. ... The International Cycling Union knew Laurent Brochard's medical papers were falsified when he won the 1997 world road cycling championship. Brochard testified at the Lille, France, trial of former Festina cyclist Richard Virenque and nine former team officials facing charges stemming from the 1998 Tour de France drug scandal. ... A boxer who lapsed into a coma after a fight last week died Wednesday in Boston without regaining consciousness. Robert Benson, 24, had been in a coma since Friday.

LOAD-DATE: March 28, 2002**LANGUAGE:** ENGLISH

Nike sorry for 'drooling' disabled ad The Vancouver Province (British Columbia) October 26, 2000 Thursday Final
Edition

TYPE: Sports

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CanWest Global Communications Corp.
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The Vancouver Province (British Columbia)

October 26, 2000 Thursday Final C Edition**Nike** sorry for 'drooling' disabled ad**SOURCE:** News Services**SECTION:** Sports; Pg. A69**LENGTH:** 334 words

For the second time in a month, **Nike** has withdrawn an advertisement and apologized after complaints that material intended as humorous was deemed offensive.

First, it was a television spot featuring middle-distance runner Suzy Favor Hamilton fleeing a chainsaw-wielding maniac in a horror movie parody. Now it is a magazine ad that spoofs the dangers of trail running, but contained material that drew complaints that it was insulting to the disabled.

The ad for the Air Dri-Goat trail running shoe claims it will prevent a runner from slamming into a tree and "... rendering me a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the Earth in a motorized wheelchair ..."

ELVIS OUT

Jeff Langdon will replace the injured Elvis Stojko at Skate Canada next month.

Langdon, of Smiths Falls, Ont., has two top-10 finishes at the world championships, in 1997 and '98. Stojko suffers from tendinitis.

BRIEFLY ...

Four Canadian swimmers broke world records en route to gold medals in the pool at the Paralympics on Wednesday. Jessica Sloan of Calgary, Philippe Gagnon of Chicoutimi, Que., Stephanie Dixon of Caledon, Ont., and Danielle Campo of Windsor, Ont., all won in world-record times to improve Canada's swimming medal total to 30. ... A corporate turnaround artist appointed last spring as the U.S. Olympic Committee's first chief executive officer resigned Wednesday amid criticism of his efforts to streamline the operation. Norman Blake said he decided to step down because a lack of organizational support means he cannot carry out his strategic plan. ... The International Cycling Union knew Laurent Brochard's medical papers were falsified when he won the 1997 world road cycling championship, Brochard told the trial of former Festina cyclist Richard Virenque and nine former team officials over the 1998 Tour de France drug scandal. ... Robert Benson, 24, a boxer who lapsed into a coma after a fight last Friday died Wednesday in Boston.

LOAD-DATE: March 28, 2002**LANGUAGE:** ENGLISH**TYPE:** Sports

Nike sorry for 'drooling' disabled ad The Vancouver Province (British Columbia) October 26, 2000 Thursday Final C
Edition

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The Daily Telegraph (Sydney, Australia)

July 19, 2000, Wednesday

Our pride in the green and gold / Slick reinvention of colour combo

BYLINE: Melissa Hoyer

SECTION: LOCAL; Pg. 5

LENGTH: 443 words

OF COURSE our Olympic competition team uniforms have gone the green and gold.

Let's face it, recognition of our sporting prowess wouldn't be the same if we didn't see that ghastly colour combo take to the podium to accept the golds. Or silver. Or bronze.

But this time, instead of jeering our usual, nauseating sports colour alliance, we should be cheering them.

The collection is slick, polished and in tune with the fusion of sport and style.

At yesterday's "reveal" of the gear our Olympians and Paralympians hope will help them to win gold, the unveiling took on serious fashion show proportions.

Following a lead thrust on to the fashion scene a few seasons ago -- that of "techno-charging" every piece in your wardrobe -- the same vibe was felt in the Australian uniforms.

With the help (the entire design expertise in fact) of American mega-brand **Nike**, our uniforms blend cutting-edge fabric development and technically advanced designs.

Of course, the choice of a US brand to furnish our athletes will ruffle a few (and totally unsuitable) local fashion feathers, but get with it guys.

The globalisation of the Olympics is complete -- and the all-too-familiar **Nike** "swoosh" is a welcome global brand to outfit our notable sporting names.

Where it leaves the athletes with "other" sponsors will no doubt be another sticking point for our Olympic big guns.

To "Australianise" the look of the uniform (after all, **Nike** is outfitting 21 other countries) each piece has a small Southern Cross and "waterfall" print design.

Simply, if going faster, higher and stronger is the objective, **Nike** has pulled

out every trick in the

design manual.

Steering away from that usual acid-tone of yellow and that garish shade of green, both colours have been toned back a few pegs.

Our pride in the green and gold / Slick reinvention of colour combo The Daily Telegraph (Sydney, Australia) July 19, 2000, Wednesday

The yellow is softer and more buttercup-looking while the greens used are reminiscent of a schoolyard shade and not as tough on the eye.

Track and fielders are going to look like something out of 2001: A Space Odyssey (they're a year ahead in fact) with full-body, "swift" suits hugging and embracing every muscle and curve. The suits will also include their heads and even their wrists.

Our ball sports athletes are in sleeveless, V-neck, "fashion now" T-shirts and beach volleyballers look like they could have come off the Baywatch set. But at least, our athletes have talent.

Editorial: Page 30

'They make me feel really proud and really tall. If it was tomorrow, I'd be ready to play' --Troy Sachs (wheelchair basketballer)

'The fabric is a little bit different for basketball because it's a lot lighter' -- Boomers guard Shane Heal

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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St. Petersburg Times (Florida)

October 27, 2000, Friday, 0 South Pinellas Edition

MAKING NEWS

SECTION: SPORTS; SIDELINE; Pg. 1C

LENGTH: 225 words

How does shoe leather taste?

A new **Nike** shoe promises to help runners avoid dangers on the trail, but the athletic company ran into a snag of its own by insulting the disabled. **Nike** has withdrawn an advertisement for the new Air Dri-Goat trail running shoes that mocks people in wheelchairs. The ad claims the shoe will prevent a runner from slamming into a tree and "rendering me a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the Earth in a motorized wheelchair with my name embossed on one of those cute little license plates you get at carnivals or state fairs, fastened to the back." The ad appeared in several outdoor magazines this month. The company has apologized and killed the ad.

QUESTION OF THE DAY

Who holds the NCAA Division I-A record for most passes in a game?

Answer below.

CHECK IT OUT

DUNGY CHATS: Bucs coach Tony Dungy, working to end a four-game skid, will chat at 4:30 p.m. today at Buccaneers.com.

QUOTABLE

"You're not dealing

with one of America's politically correct teachers."

- BOB KNIGHT

former Indiana basketball coach after telling several female students to be quiet Tuesday night during what he said would be his final public appearance in Indianapolis

ANSWER

Drew Brees of Purdue with 83 attempts against Wisconsin on Oct. 10, 1998. He completed 55.

LOAD-DATE: October 27, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLOR PHOTO, Associated Press; Tiger Woods shoots 63 to share the lead at Walt Disney World Resort.

TYPE: DIGEST

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San Jose Mercury News (California)

October 26, 2000 Thursday MORNING FINAL EDITION

NIKE PULLS A SECOND AD AFTER IT STIRS COMPLAINTS

BYLINE: From Mercury News wire services

SECTION: BUSINESS; Pg. 2C

LENGTH: 146 words

For the second time in a month, **Nike** Inc. has withdrawn an advertisement and apologized after complaints that material intended as humorous was considered offensive.

Last time, it was a television commercial featuring middle-distance runner Suzy Favor Hamilton fleeing a chainsaw-wielding maniac in a parody of various horror movies.

This time, it was a magazine ad that spoofed the dangers of trail running but contained material that drew complaints that it was insulting to the disabled.

The ad for the Air Dri-Goat trail running shoe claims it will prevent a runner from slamming into a tree and "rendering me a drooling, misshapen, non-extreme-trail-running husk of my former self, forced to roam the Earth in a motorized wheelchair with my name embossed on one of those cute little license plates you get at carnivals or state fairs, fastened to the back."

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

NOTES: NATIONAL NEWS
Retail

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The Advertiser

January 15, 2000, Saturday

Nike shirts cleared

SECTION: FOREIGN; Pg. 50

LENGTH: 55 words

BERLIN: Germany's consumer protection office said yesterday **Nike** soccer jerseys withdrawn from stores last week after reports they contained a dangerous chemical do not present a definitive health hazard. But the office also said the chemical, tributyltin, used in the shirts to reduce odors from sweating, should be banned.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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The Daily Telegraph (Sydney, Australia)

April 7, 2000, Friday

Jogger sues Nike

SECTION: WORLD; Pg. 35

LENGTH: 68 words

NEW YORK: An orthopaedic surgeon is suing **Nike** for more than \$16 million, saying shoes made by the footwear giant tripped her and caused permanent injury.

According to Deborah Faryniarz's lawsuit filed in Manhatten, the right shoelace hooked around the back tab of the left sneaker while she was jogging, spilling her to the ground.

Dr Faryniarz was pregnant with her first child at the time.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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DAILY MAIL (London)

November 4, 2000

DIALLING THE WORLD OF SOCCER

SECTION: Pg. 93

LENGTH: 286 words

MANCHESTER United and **Nike** confirmed the most lucrative deal in the history of sportswear last night. The 15-year contract, which starts when United's deal with Umbro ends after next season, will be worth around GBP 300million. Some United shareholders are upset at allegations that **Nike** uses child labour - a practice decried in United's club charter.

ENGLISH fans have petitioned the EC to keep the current transfer system - unless big clubs begin to dish out more TV money to the lower leagues.

The Football Supporters' Association wrote to European Commissioner Mario Monti, the man who could effectively scrap fees, urging him to compromise with leading clubs only if they share a prime source of income.

WEST HAM UNITED manager Harry Redknapp believes England coach Sven Goran Eriksson should include John Barnes in his backroom staff.

'If Eriksson is looking for somebody with a real understanding of football I think John Barnes is his man,' said Redknapp of the former England star, who was sacked as Celtic chief coach last February.

SOUTHAMPTON captain Jason Dodd has signed a two-year extension on his contract to keep him at the club until June 2003.

Dodd, 30, has been granted a testimonial after 11 years and more than 300 appearances. He said: 'I was out of contract in the summer and getting nervous, so it's pleasing they want me to stay.'

REAL MADRID'S Luis Figo has admitted he would like to play in the Premiership. The Portugal international, who is 28 today, signed for Real from Primera Liga rivals Barcelona for a world record GBP 37.5million. Figo has a six-year deal with Real, who reportedly inserted a GBP 100 million buyout clause in his contract.

LOAD-DATE: November 5, 2000

LANGUAGE: English

PUB-TYPE: Paper

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St. Petersburg Times (Florida)

October 30, 2000, Monday, 0 South Pinellas Edition

MAKING NEWS

SECTION: SPORTS; SIDELINE; BUCS EXTRA; Pg. 1C

LENGTH: 74 words

Knight out, **Nike** in

When Indiana University fired Bob Knight, he took his private contract with Converse with him. The Hoosiers needed shoes, so the school signed with **Nike**. "We just needed to have equipment," interim basketball coach Mike Davis said. "There's no money in the deal, just equipment. Our guys needed shoes. We just got our shoes like two days before we had our first practice. Some guys didn't have shoes then."

LOAD-DATE: October 31, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLOR PHOTO, (2); Duffy Waldorf; Sheldon Keefe

TYPE: DIGEST

Copyright 2000 Times Publishing Company

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The Advertiser

May 26, 2000, Friday

Woods stays with Nike ball

SECTION: SPORT; Pg. 91

LENGTH: 203 words

DUBLIN, Ohio: Tiger Woods will again have the new **Nike** golf ball in his bag when he defends his Memorial title at Muirfield Village starting today.

Woods used the ball for the first time in competition while failing to retain his title in Hamburg last week, but refused to disclose when, or if, he would permanently switch from the Titleist ball he has used throughout his career.

With the US Open at Pebble Beach looming next month, Hal Sutton, the man who beat the world No. 1 down the stretch for the prestigious Players Championship, warned that Woods could face a period of adjustment.

"There will be an adjustment period, I don't care how good a player you are," said Sutton.

"That ball will react differently than the ball he has been playing. It can be a very dramatic change to a golfer's life.

"Tiger is going from a wound ball to a multi-covered one . . . and if that ball responds differently than you thought it should have, it aggravates you and you can't get your mind off that," Sutton said.

Woods surrendered a final-round lead for the first time since 1996 when he lost to England's Lee Westwood last Sunday, but contended that he has no fears experimenting with the new ball.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: ADV

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Manchester Evening News

April 6, 2000

Doc sues Nike for GBP 7m after tripping up

SECTION: NEWS; Pg. 6

LENGTH: 61 words

A NEW York doctor is suing sportswear giant **Nike** for GBP 7 million, saying trainers made by the company tripped her up. Othopedic surgeon Deborah Faryniarz was pregnant when she fell while jogging and claims she permanently injured her wrist. She says her shoelace hooked around the back of the Certitude Cross-training shoe, sending her sprawling.

LOAD-DATE: May 11, 2001

LANGUAGE: English

Copyright 2000 Manchester Evening News

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The Denver Post

September 15, 2000 Friday 2D EDITION

Nike deal reportedly to pay Woods \$ 100 million

BYLINE: Denver Post Staff and Wire Reports,

SECTION: SPORTS; Pg. D-01

LENGTH: 656 words

Fresh off his record-breaking summer of golf, Tiger Woods is on the verge of signing a \$ 100 million endorsement contract with Nike believed to be the richest in sports, The Associated Press has learned.

The money is coming in so fast that Woods, 24, is already well on his way to becoming sports' first \$ 1 billion man. Michael Jordan currently earns \$ 69 million a year, according to Forbes magazine.

Woods has made \$ 8.3 million on the golf course alone this year, and an estimated \$ 47 million overall. His new Nike contract would earn him \$ 20 million alone, up from the estimated \$ 8 million to \$ 12 million Nike has paid him annually since 1996.

Mark Steinberg, Woods' agent at IMG, declined to discuss specifics of the deal Thursday, only to say it is an 'outstanding contract.'

'We are within days of a signature,' he said.

'It compensates Tiger not just for what he's done with Nike, but what he has done for golf and sports.'

Woods' previous contract with Nike was said to be \$ 40 million to \$ 60 million over five years. He was used heavily in their advertisements and established his own line of clothing and shoes.

A source close to the negotiations, speaking on condition of anonymity, described it as the 'largest contract in sports marketing history,' worth about \$ 100 million over five years.

'There are so many different revenue streams,' the source said. 'It's impossible to calculate what the end result will be.'

Nike Golf president Bob Wood described the contract as 'pretty creative.'

'It's not often you get a chance to work with somebody who's the best in the world at what they do,' he said. 'Working with Tiger Woods has created an incredible amount of positive energy about Nike Golf and Nike.'

While Wood also declined to discuss contract details, he did say the amount was partly tied to sales.

In just four years, he has won all four major championships, becoming, at 24, the youngest player to do so. He set the scoring record in each of them, and he has attracted a record number of TV viewers.

With three tournaments still to play, his nine victories this year are the most in one PGA Tour season since 1950, and he is on pace to shatter the season scoring average set by Byron Nelson in 1945.

Nike deal reportedly to pay Woods \$ 100 million The Denver Post September 15, 2000 Friday

In June, he gave **Nike** a huge lift when he switched to the **Nike** Tour Accuracy ball. He went on to win the U.S. Open at Pebble Beach by 15 strokes, the largest winning margin in the 140-year history of major championship golf.

Woods also became the first player to finish a U.S. Open in double figures below par, a 12-under 272. A month later, he won the British Open at St. Andrews with a 19-under 269 - another major championship record.

Last month, he became the first player in the stroke-play era of the PGA Championship to win back-to-back titles, outlasting Bob May in a three-hole playoff.

The **Nike** Golf president said its market share for balls has increased from about 1 percent in April to nearly 4 percent.

The switch to the **Nike** ball did not have a major impact on contract negotiations, Wood said. **Nike** also is considering a move toward golf clubs.

Woods devotes a substantial amount of time to **Nike**, and the Beaverton, Ore., company has used him effectively in TV ads.

Perhaps the most famous was not even planned. During a break from a commercial of Woods hitting balls with dozens of hackers on a range, he began bouncing a ball on his wedge - behind his back, between his legs - before whacking it in midair.

His father, Earl, said last week that Woods would do more for **Nike** than Michael Jordan ever did.

Earlier this year, Woods signed an endorsement deal with Buick worth \$ 30 million over five years and carries its logo on his bag. In all, Woods has endorsement contracts with 11 companies.

LOAD-DATE: September 15, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTO: Woods Woods' deals

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The Sunday Telegraph (Sydney, Australia)

November 26, 2000, Sunday

Shox for the feet

SECTION: LOCAL; Pg. 49

LENGTH: 99 words

IT took 16 years, but **Nike** has found a way to put some spring in your step -- by putting the spring in your shoes.

Their latest range of athletic shoes, Shox, are **Nike's** most advanced piece of footwear, taking almost two decades to research and develop.

Rather than the bulky rubber polymer heels used in most running shoes, Shox contain four spring-like polyurethane foam columns that absorb much of the shock usually taken into ankles, heels and back -- shock absorbers for the feet.

Each of the columns collapses like a spring then expands to propel the runner's foot upwards.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: STE

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The Ottawa Citizen

September 20, 2000, Wednesday, FINAL

A monopoly of one: Tiger Woods dominates endorsements for golfers like he rules on course, Doug Ferguson writes.

BYLINE: Doug Ferguson**SECTION:** Sports; B12 / Front**LENGTH:** 600 words

The total purse on the PGA Tour in 1996, the year Tiger Woods turned pro, was \$69.1 million U.S. It might not be too long before he makes that much in a year, on and off the course.

Once his new five-year contract with **Nike** Inc. takes effect next August, Woods will bring in about \$54 million each year from endorsement deals he has with 12 companies, according to this week's issue of Golf World.

The magazine cited a variety of sources familiar with the contracts, which range from the \$100-million deal Woods signed Friday with **Nike** to a five-year, \$10-million deal with the company that performed Lasik eye surgery on Woods a year ago.

On the course, Woods already has earned close to \$8.3 million this year, with three tournaments still to play.

He receives a reported \$1-million appearance fee when he plays overseas, such as the Johnnie Walker Classic in Thailand, and he also plays the unofficial Grand Slam of Golf and his own Williams World Challenge.

While Woods grew up in a middle-class home, such riches are nothing new since he turned pro and signed a five-year, \$40-million deal with **Nike**. Since then, he has won 24 times on the PGA Tour, including the career Grand Slam.

"Money has never been important to Tiger," said his father, Earl Woods. "If it was, Tiger would have about five times, or maybe seven times, as many endorsement dollars as he does have.

"He'd be a hell of a lot richer. Obviously, it would curtail his development and affect his performance."

Money hasn't done much to change Woods, who has raised the standards in golf. He became the first player since 1953 to win three straight majors, and already, at age 24, has enough tour victories to achieve a lifetime exemption.

"Probably the single most thing I admire about Tiger Woods is he can sign a \$100-million deal today and wake up tomorrow with the same desire to be the best in the world," Hal Sutton said Monday when told of the new **Nike** contract.

According to Golf World, Woods' biggest deals after that with **Nike** are with Buick, EA Sports and Asahi Beverages, each worth about \$30 million over five years. He also has a five-year deal with American Express that the magazine said was worth \$26 million.

Perhaps the greatest example of Woods' endorsement power is the deal with TLC Laser Eye Centres, which he signed in

A monopoly of one: Tiger Woods dominates endorsements for golfers like he rules on course, Doug Ferguson writes.
The Ottawa Citizen September 20, 2000, Wednesday, FINAL

February.

Among the first golfers to have the Lasik surgery were Fred Funk and former PGA champion Mark Brooks.

Mike Biggs of Gaylord Sports Entertainment, which represents Brooks, once said he approached the company with the idea of a "TLC team" on the PGA Tour. The players involved would not have had such a high profile as Woods, and the proposal was not nearly as lucrative.

"We were told ... they had just turned a profit and could not justify spending endorsement money on a golfer," Biggs said. "Six months later, we start hearing rumours about Tiger reaching a seven-figure deal with TLC."

Woods gives TLC nothing more than a testimonial about his experience with Lasik, and gets \$2 million.

Where does the money go?

Earl Woods said his son puts the money earned from tournaments into a fund to build a house in Orlando, Florida. Some of the endorsement money goes to the Tiger Woods Foundation, which was created to provide more minority participation in golf.

"Many people want Tiger to design golf courses or take over joint-capital ventures," his father said.

"He doesn't need inherited problems. Nothing comes between Tiger and what he is supposed to be doing."

LOAD-DATE: September 20, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: Frank Gunn, The Canadian Press / When his new agreement with **Nike** takes effect next August, Tiger Woods will bring in about \$54 million in endorsements annually, Golf World magazine reports.

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Hobart Mercury (Australia)

June 24, 2000, Saturday

Suit fit for super-heroes

BYLINE: KATRINA BEIKOFF

SECTION: SPORT; Pg. 100

LENGTH: 482 words

AUSTRALIAN Olympic track athletes, including Cathy Freeman, will be able to wear super-hero-like, hooded full-body suits at the Sydney Games.

The **Nike** Swift Suit was unveiled in the US yesterday, with world 100m champion Marion Jones already describing it as "awesome".

The Australian Olympic Committee has cleared the way for Australian athletes to wear the head-to-toe outfit produced by **Nike**, the official team uniform provider.

An AOC spokeswoman said all athletes could wear the **Nike** Swift Suit because it was not classified as technical equipment but apparel, and **Nike** had not claimed it enhanced performance.

Nike technical designers produced the skin-tight suit, which has a hood with mesh earholes, to improve a sprinter's aerodynamics.

The suit is being pushed for sprinting events up to the 400m, in which Freeman is hoping to win gold.

The bodysuit has five different fabric styles that sit around different muscle groups and are designed to help provide optimum temperatures for those muscles.

The seams are all in the back of the suit, the front zipper is hidden and the sleeves extend to cover part of the hands -- all of which have been designed to reduce air-flow separation.

Australian 100m champion Matt Shirvington's coach, Michael Khmel, said the star sprinter would be prepared to trial the suit if it was made available to him.

However, for adidas-sponsored Shirvington to wear his own sponsor's new bodysuit instead of the **Nike** version, he would have to apply to the AOC to have the adidas suit classed as technical equipment.

Ian Thorpe, who faced the same issue because he wanted to wear his adidas bodysuit instead of togs by official team-provider Speedo, successfully applied to the AOC to have his full bodysuit classed as technical equipment -- enabling all Australian Games swimmers to wear their preferred suit.

Footwear is the only apparel worn by sprinters classed as "technical equipment", which means they can wear any brand of shoes they want but all other apparel must be team issue.

Suit fit for super-heroes Hobart Mercury (Australia) June 24, 2000, Saturday

Adidas marketing manager Rob Mills said yesterday that the **Nike** suit was vastly different to the adidas version, which helped a sprinter go faster by reducing muscle vibration.

Adidas had previously produced a sprinting suit with a hood -- worn by sprint superstar Florence Griffith-Joyner in 1988 at the Seoul Olympics -- but discarded the idea, Mills said.

A hooded adidas suit had been tested by Olympic champion Donovan Bailey two years ago but was dumped because the hood prevented sprinters seeing opponents during a race.

Khmel said Shirvington would still consider wearing the hooded **Nike** version if it helped him run faster. He added: "It doesn't hurt to try it, and if it does work he will wear it. It doesn't matter if it's adidas or **Nike**."

All American athletes heading to Sydney are being offered the Swift Suit.

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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The New York Times

September 23, 2000, Saturday, Late Edition - Final

Nike Ad: Just a Spoof

SECTION: Section A; Page 16; Column 6; Editorial Desk

LENGTH: 73 words

To the Editor:

Unlike a Sept. 21 letter writer, I was neither stunned nor appalled by the **Nike** ad featuring the American runner Suzy Hamilton "sprinting away from a chain-saw-wielding maniac."

I am always happy to see an amusing spoof of a silly movie genre, which is all that this ad is. Truth and reality rarely come together as one, especially in television advertising.

DEBORAH HAHN
Levittown, Pa., Sept. 21, 2000

<http://www.nytimes.com>

LOAD-DATE: September 23, 2000

LANGUAGE: ENGLISH

TYPE: Letter

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Guardian Weekly

September 6, 2000

Nike in the dock

BYLINE: Mike Kiely

SECTION: SPORT; Sports Diary; Pg. 31

LENGTH: 126 words

Allegations that Tiger Woods does use the ball advertised as his playing companion has landed the sports goods giant **Nike** in a San Francisco court, accused of "unfair business practice". A non-profit-making organisation, Public Remedies Inc, claims that the world's No 1 golfer does not play with the Precision Tour Accuracy ball but one that has "different composition and performance characteristics specially made for him and not available to the general public".

The row hasn't affected the form of Woods, who matched the course record at the Firestone South course with a second-round score of 61 before going on to pick up the NEC Invitational trophy, finishing 21-under for the tournament, and 11 shots clear of his nearest rival, Philip Price.

LOAD-DATE: September 13, 2000

LANGUAGE: ENGLISH

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Sydney Morning Herald (Australia)

September 26, 2000 Tuesday
Late Edition

Make it a hot-shoe shuffle or Greene's flying Nike won't soar in value; Olympics News

BYLINE: Aban Contractor

SECTION: OLYMPICS; Pg. 27

LENGTH: 326 words

US champion Maurice Greene's famous golden shoe could be worth between \$US50,000 and \$US100,000 to Wagga jeweller Ben Harper but only if he sells it soon.

The 20yearold Mr Harper caught the shoe after Greene flung it into the crowd at the Olympic stadium on Saturday night.

The managing director of Lawsons, Mr James Badgery, said if the shoe was sold on eBay, the online auction site, it could make Mr Harper a small fortune by attracting wealthy American buyers.

"It's unlikely to increase in value it has its value now," Mr Badgery said yesterday.

"It's a 100 metre gold medal shoe. The shoe of the Sydney 2000 Olympics."

Mr Badgery said Lawsons had not been contacted by prospective buyers, in part because Mr Harper had said he would keep it forever.

The Sydney auction house was helping to oversee Olympic Aid online, a fundraiser selling Games sporting memorabilia to help underprivileged children in Australia and overseas.

The signed swimsuit of 4x200m freestyle relay gold medallist Bill Kirby had received 36 bids, the highest at \$26,100.

And swimming goggles belonging to the man who swam alone in a 100m freestyle qualifying heat, Equatorial Guinea's Eric Moussambani, had received 68 bids, the highest \$3,077. Obtaining Olympic memorabilia is not only a passion of those out to make a quick dollar.

JeanFrancois Pahud would like to get his hands on the Prime Minister, Mr John Howard's Olympic security pass.

As the curator of the Olympic Museum in Lausanne, he and his sixmember team are in Sydney collecting Games memorabilia.

They too would like one of Greene's running shoes, but say that is unlikely before the relay final.

Mr Pahud said the museum was not only interested in gold medal winners.

Make it a hot-shoe shuffle or Greene's flying Nike won't soar in value; Olympics News Sydney Morning Herald
(Australia) September 26, 2000 Tuesday

Mr Moussambani's swim suit had made it into the collection.

"Team books, The Sydney Morning Herald, medallists' autographs, photos of the finish in track and field competitions with the signature of the gold medallist, all are being collected," Mr Pahud said.

LOAD-DATE: July 24, 2007

LANGUAGE: ENGLISH

GRAPHIC: ILLUS: Maurice Greene's goldwinning **Nike**.

PUBLICATION-TYPE: Newspaper

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Sunday Herald Sun (Melbourne, Australia)

November 26, 2000, Sunday

Breaking new ground

BYLINE: SAMANTHA AMJADALI

SECTION: NEWS; Pg. 41

LENGTH: 518 words

IT took 16 years, but **Nike** has found a way to put spring in our step -- by putting the spring in our shoes.

Shox, **Nike's** latest range of athletic shoes, is also its most technologically advanced.

Replacing the typically bulky, rubber polymer heels used in most running shoes are four spring-like polyurethane foam columns that absorb much of the shock usually taken in ankles, heels and back.

Each of the columns collapses like a spring on impact with the ground then expands to its original height, helping to propel the runner's foot upwards.

"The shoes absorb the shock of impact and deflect it through the shock columns in the shoe as your heel comes off the ground," **Nike** product manager Paul Crough said.

Springs in shoes is hardly a new idea. The United States Patents and Trademarks Office has shelves lined with prototypes dating back almost a century.

Nike researchers were inspired to work on Shox when the company heard about Harvard University's spring-loaded racing track, which was helping runners to markedly faster times.

The track -- designed by Tom McMahon, a young professor of biology and applied mechanics -- contained layers of calibrated plywood and polyurethane which created an unusual springiness that reduced both running times and injuries.

Nike hired Prof. McMahon to apply the same principals to running shoes.

Bruce Kilgore, now **Nike's** director of advanced research, took up the project when his colleague returned to Harvard.

The project was put on hold several times over the next decade as the company concentrated on its **Nike** Air range.

Mr Kilgore and his team tried all sorts of materials from piano hinges to cantilevers (picture a V-shaped bracket on its side). They even tried inserting steel springs into the heel, but that proved a tad painful.

In 1990, they found a viable model -- the four booster thrusters on space shuttles -- and began working on the four-column model that has been incorporated into Shox sneakers.

The shoes will not be released until December 6, so their comfort is still in question. However, the athletic shoe review website www.kicksology.net advises users need to break the shoes in before they begin to provide any benefit.

Breaking new ground Sunday Herald Sun (Melbourne, Australia) November 26, 2000, Sunday

"After my first day of wear, I was ready to give Shox a negative review," Prof. K said.

A senior reviewer at Kicksology, he was talking about BB4, the dedicated basketball shoe.

"Not since my days of playing for hours at a time on asphalt in a pair of Cons (Converse shoes) had I felt so much pain in my feet and shins," he said.

Prof. K consulted the experts at www.niketalk.com, a site devoted to **Nike** shoes. They suggested he needed to wear the shoes more than twice.

"Without the pain, I began to appreciate the other positives about the BB4s, the most impressive being the stability," he said.

"Shox BB4 is perhaps the ultimate defensive players' shoe because it allows for an incredible level of agility in all directions."

Shox will be available as runners (R4), cross-trainers (XT4) and basketball boots (BB4). They will cost between \$250 and \$260.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: SHS

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The Times (London)

October 19, 2000, Thursday

Nike deal close

SECTION: Business

LENGTH: 45 words

Manchester United, the Premier League football club, is to confirm its Pounds 300 million kit sponsorship deal with **Nike** within the next week. The deal is expected to begin in 2002. Umbro, United's current kit supplier, is said to be considering legal action.

LOAD-DATE: October 19, 2000

LANGUAGE: ENGLISH

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South Wales Evening Post

July 20, 2000

Thieves lining up

SECTION: Crime: ROBBERY, Pg.7

LENGTH: 121 words

THIEVES are shopping for sports and designer clothing on washing lines in Llanelli.

Police are now warning residents leaving clothes out overnight is a gift for criminals.

In the latest incident black **Nike** shorts, blue Umbro shorts, navy Adidas trousers, a white **Nike** T-shirt, a black Adidas T-shirt and a black Puma hold-all were stolen from a line at the back of a house in High Street. Officers are investigating the incident, which occurred between 9.30pm on Saturday and 10am on Sunday.

A spokesman said: "We are warning the public not to leave washing out unattended overnight. It is like pegging out GBP 10 notes on the line."

(Anyone with information is asked to contact Llanelli police on 01554 772222.

LOAD-DATE: July 20, 2000

LANGUAGE: English

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The New York Times

September 17, 2000, Sunday, Late Edition - Final

Sports of The Times; Endorsements Help Woods Become the World's Best Conglomerate

BYLINE: By DAVE ANDERSON**SECTION:** Section 8; Page 7; Column 1; Sports Desk**LENGTH:** 766 words

TIGER WOODS is not just the world's best golfer; he's also the world's best conglomerate.

Even before his new five-year, \$85 million **Nike** contract that will more than double his current five-year, \$40 million **Nike** deal, which expires next September, his 11 endorsement contracts were 2 more than his 9 tournament victories this year.

If you add up those 11 contracts that his International Management Group gurus have negotiated, his endorsement income this year will surpass \$50 million, plus at least \$12 million this year in worldwide prize money and appearance fees.

His endorsement total of more than \$50 million will be significantly more than Michael Jordan's reported endorsement high of \$35 million a year when he was soaring through National Basketball Association arenas.

And for all the millions that those 11 companies are paying the 24-year-old Woods as their ambassador, he's a bargain. He's now what Pele, Muhammad Ali and Jordan were in other years -- the most recognizable sports figure on the planet. And when it's time to renegotiate the contracts, all those companies will find, as **Nike** did, that he'll be more expensive next time. Much more expensive.

In addition to his **Nike** deal, he has contracts with American Express, Buick, Wheaties, Rolex, Titleist golf equipment, Golf Digest magazine, Electronic Arts video games, TLC Laser Eye Centers, CBS SportsLine and Asahi coffee in Japan.

In a way, those 11 contracts represent a career grand slam in endorsements that matches the career Grand Slam in golf that he completed this year by adding the United States Open and the British Open to his 1997 Masters and 1999 Professional Golfers Association victory while winning seven other tournaments, including a second P.G.A. title.

But there's a controversial connection to his contracts with **Nike** and Titleist that developed from the **Nike** commercial in which he keeps bouncing a golf ball on a club, then hits the ball with the club as if with a fungo bat.

That commercial developed accidentally during the shooting of another **Nike** commercial when Woods, between takes, was noticed bouncing a golf ball on a club just for the fun of it. With the cameras rolling, Woods did it on the fourth take.

At the time, Titleist, which was paying Woods to play and endorse its golf ball and clubs, objected because the

commercial made it appear that he was using a **Nike** ball. In his renegotiated Titleist contract, he is still being paid to use their clubs, but Titleist is not allowed to use his name or likeness in its advertising.

Nike, meanwhile, was developing the golf ball that Woods has used since May -- the ball with a reported harder inner core than that in the **Nike** ball being sold in golf shops, the ball that he hits so far that some people were wondering if maybe it was a "hot" ball.

"It's a legal ball," said Dick Rugge, the senior technical director at the United States Golf Association in Far Hills, N.J., where clubs and balls are subjected to tests for distance, initial velocity, diameter, weight and symmetry. "**Nike** submitted 14 different versions of that ball to us last December. The one that Tiger liked and uses, other pros tried that particular ball too, but chose not to use it."

All golf balls may look identical, but they vary with the hardness of the material, the thickness of the cover, the size of the core.

"Tiger isn't winning all these tournaments because of that **Nike** ball," Rugge said. "He's winning because he's a different breed of cat."

Until another golfer rises to that different cat's level, about the only threat to Woods is Woods himself. He's so skilled and so strong, he doesn't hesitate to hit a ball from a lie that could be hazardous to his health, especially the health of his hands and wrists. He's hit the ball off small rocks. He's hit the ball from so close behind a tree, his follow-through jammed the clubhead into the trunk. At the Buick Open the week before the recent P.G.A. Championship, he hit a ball off a tree root and winced from the pain in his hand and wrist.

"It was just a stinger," he said later. "I hit the root and it hurt quite a bit initially, then as I was walking to my ball, it all went away. But I took out that root pretty good."

If he persists in risking his hands and wrist, sooner or later a root or a rock is going to be stronger than even Tiger Woods is. Sooner or later, a root or a rock could take him out pretty good, too; out of the PGA Tour until that injury heals. That could disrupt the dominance of both the world's best golfer and the world's best conglomerate.

<http://www.nytimes.com>

LOAD-DATE: September 17, 2000

LANGUAGE: ENGLISH

GRAPHIC: Photo: More commercials: Tiger Woods has 85 million reasons to smile. (Associated Press)

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The Denver Post

July 13, 2000 Thursday 2D EDITION

He swings, she swings Two Post staff members share their golfing experiences as students at the Nike Learning Center at Park Hill Golf Course

BYLINE: By Lori Punko, Denver Post Sports Writer,

SECTION: SPORTS; Pg. D-12

LENGTH: 412 words

I'm not headed for the LPGA Tour. I'm not even sure how many strokes I've shaved off my game. But after a series of lessons at the Nike Learning Center, I am sure that I am hitting the ball consistently better.

In a series of four 1 1/2-hour lessons, called 'Tee It Up 1,' Geoff Greig, senior director of instruction at Park Hill Golf Course, took five of us through hitting with irons and woods, chipping and putting, and playing out of the sand.

The series was aimed at beginners with minimal golf knowledge. But even as the most experienced golfer in the group (playing casually for about 11/2 years), I learned a few details about the game. For example, if you are in a bunker or water hazard, you are penalized if you touch the ground with your club before striking the ball.

But beginners, never fear. Those rules need not apply for now. The Nike Learning Center encourages beginners to 'adjust' the rules to make the game more enjoyable. Park Hill, for example, has set up special forward tees to decrease the yardage of the course for beginners.

The Nike Learning Center hopes if new golfers can come out and enjoy playing, they'll keep coming back.

The Tee It Up program offers students plenty of opportunities to do just that. The \$ 149 package includes six hours of instruction, five rounds of golf, clinics with discounted golf and other bonuses. They are planning tournaments for Nike Learning Center participants.

The center tries to make it easy to learn the game - from opportunities to play to the instruction itself.

Instead of telling students to hold the club this way and stand that way, Grieg explained how the elements of a golf swing work: how the club should hit the ball and how changing the arc of the swing or shifting your weight impact the relationship between the ball and club.

Sounds complicated for a beginner class? Not really. I found it much more beneficial to understand what I was doing with my swing and how I could adjust than merely imitating an action I was shown.

I've hit the golf course twice since the lessons and found I was able to apply what I had learned, and my game has improved. I'll be practicing this summer, but golf being what it is, look for me in Tee It Up 2 next summer.

For more information on the Nike Learning Center at Park Hill, call 1-877-312-GOLF or check out www.nikegolfllearning.com.

He swings, she swings Two Post staff members share their golfing experiences as students at the Nike Learning Center at Park Hill Golf Course The Denver Post July 13, 2000 Thursday

LOAD-DATE: July 13, 2000

LANGUAGE: ENGLISH

GRAPHIC: PHOTOS: The Denver Post /Hyoung Chang Geoff Greig, senior director of instruction at Park Hill Golf Course, works with The Post's Adam Thompson during a recent Tee It Up 1 lesson. Greig, despite having four or five students in a class, gives each golfer individual instruction. Here, he watches Lori Punko work on her swing with her 3-wood.

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The Globe and Mail (Canada)

June 10, 2000 Saturday

Air quality

BYLINE: Deborah Fulsang

SECTION: FASHION & DESIGN; STUFF; Pg. R26

LENGTH: 158 words

Although technology has transformed the running shoe into a complex piece of fitness equipment, Oregon-based **Nike** has simplified the summer sneaker. Billed as the T-shirt for your feet, its new unisex Air Presto comes in sizes XXS to XL. Each size spans about three traditional sizes.

Inspired by **Nike** classics such as the 1985 Air Sock Racer and Trainer and the Air Harache, company designers experimented with taking out the material at the side of the shoe (the V-notch), below the runner's ankle, and found it relieved tension and allowed the shoe to expand. The result is a super-soft sneaker with variable fit possibilities, which looks like a sock within a sandal. The lightweight design, in seven colour combinations including white/poppy, white/Atlantic blue and grey/orange blaze, hits store shelves this month. Although they can be worn for daily training, at \$129.95, they might just become the newest fitness-minded fashion accessory.

LOAD-DATE: September 19, 2006

LANGUAGE: ENGLISH

GRAPHIC: Illustration

PUBLICATION-TYPE: Newspaper

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The Philadelphia Inquirer

Found on Philly  com

The Philadelphia Inquirer

APRIL 13, 2000 Thursday SF EDITION

ANKLE HAS SANCHEZ LIMPING HOME INSTEAD OF IMPRESSING THE NBA HONCHOS AT THE **NIKE DESERT CLASSIC, THE FORMER TEMPLE PLAYER IS HURT AGAIN.**

BYLINE: Mike Jensen, INQUIRER STAFF WRITER

SECTION: SPORTS; Pg. E05

LENGTH: 260 words

Pepe Sanchez, hoping to use this week's **Nike** Desert Classic in Phoenix to solidify his NBA draft standing, sprained his right ankle Tuesday night during the first practice of the week-long showcase for top college seniors.

The X-rays yesterday showed no fracture, but the point guard, who just completed his Temple career, is out of the three-day tournament. He plans to fly back to Philadelphia tomorrow afternoon.

"He was down, kind of not believing what happened, the first practice," said George Severini, the soccer coach at Haverford High School and a close friend who talked to Sanchez late Tuesday night. "He said he went for a rebound, came down, didn't place it properly. They had been practicing for awhile. It was like a game. He was feeling very comfortable about himself, very much in command of himself and what he was doing. He was feeling very confident that he could do pretty well."

Sanchez knew that this week's games were his chance to show the NBA that he is capable of being a man-to-man defender and that he can could run a team in a different style than that employed by the Owls.

Instead, teams will be asking about his ankle, the same one he injured in the preseason and then re-injured in the season opener, forcing him to miss eight games.

It was during those games that those watching Temple struggle learned how valuable Sanchez was to the Owls. Now, if the ankle is up to it, Sanchez will have to consider playing in June's NBA pre-draft camp in Chicago. That is the last competitive showcase for NBA scouts.

LOAD-DATE: January 30, 2002

LANGUAGE: ENGLISH

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ANKLE HAS SANCHEZ LIMPING HOME INSTEAD OF IMPRESSING THE NBA HONCHOS AT THE NIKE
DESERT CLASSIC, THE FORMER TEMPLE PLAYER IS HURT AGAIN. The Philadelphia Inquirer APRIL 13,
2000 Thursday SF EDITION

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Contra Costa Times (California)

February 6, 2000 Sunday FINAL EDITION

NIKE GRADUATE RINGS IN AT AT[T] GOGEL IS IN THE TITLE HUNT AGAIN AFTER POSTING A SECOND-ROUND 68 AT POPPY HILLS

SECTION: SPORTS; Pebble Beach Notebook; Pg. B03

LENGTH: 491 words

PEBBLE BEACH Matt Gogel proved he could win on the Buy.com Tour, capturing a career record-tying six titles during the past four years. Now he's out to prove another point, that he can beat the world's best golfers on the PGA Tour.

After two rounds of the AT&T Pebble Beach National Pro-Am, Gogel is in title contention. He owned sole possession of third place at 7-under par 137, just four shots behind leader Vijay Singh and three behind Notah Begay III. Gogel shot a second-round 68 on Saturday at Poppy Hills, a round that included an eagle at the par-4 first hole.

Gogel earned his PGA Tour card by finishing seventh on the former **Nike** Tour's money list last year. Two weeks ago he was in the final group in the final round of the Bob Hope Classic. But he shot 71 and settled for a tie for seventh.

"I felt good, but maybe I was tight and tentative with my putter," Gogel said of his final round at the Hope.

This time Gogel plans to stay relaxed and vows to concentrate on the shot at hand, not the ultimate result.

"We're only halfway through this tournament," Gogel said. "There's a lot of golf left. I have to stay patient. There's a long way to go to be in that final group."

Hot times

Paul Azinger had the ultimate good news, bad news round at Poppy Hills. Starting on the back nine, he shot 40 for his first nine holes. He followed with a 7-under 29 on the front, breaking the course front-nine record by three shots. Azinger had an eagle at the par-4 fifth and five birdies. For the tournament, he was at 1-over 145.

Weather watch

The Weather Channel's forecast for today's scheduled third round calls for patchy morning fog but no rain, with a high temperature of 66 and wind from the southwest at 10-20 mph. Increasing clouds are expected by the afternoon with rain possible tonight and into Monday. "It will be basically dry during play (today). So we should get that third round in," meteorologist Mike McClellan said. "There will be another cold front coming in. At this point it doesn't look like anything real heavy. We'll have to watch it real close."

Local connections

Keith Clearwater, a former Northgate High School golfer, shot a second-round 75 at Pebble Beach, leaving him at 2

NIKE GRADUATE RINGS IN AT AT[T]GOGEL IS IN THE TITLE HUNT AGAIN AFTER POSTING A
SECOND-ROUND 68 AT POPPY HILLS Contra Costa Times (California) February 6, 2000 Sunday FINAL
EDITION

over par for the tournament and tied for 67th. Ex-Stanford and Amador Valley High School golfer Joel Kribel was tied for 96th at 4 over after shooting a 74 at Poppy Hills. Campolindo High graduate Dave Wilcox was in 179th place at 24 over. He shot a 78 at Spyglass Hill.

Chip shots

Brad Fabel and David Morland had hole-in-ones Saturday. Fabel aced the 15th hole at Spyglass Hill. Morland had his hole-in-one at Pebble Beach's fifth hole. ... For the eighth straight year, the tournament was played under lift-clean-and-place rules because of rainy weather. ... Perry Moss tied a Spyglass Hill back-nine record Friday when he fired a 31. That was 10 shots better than he shot on his front nine.

Eric Gilmore

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

GRAPHIC: Photo, Ken Griffey Jr. sinks a long putt at No. 1. (Bob Pepping, Times)

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Courier Mail (Queensland, Australia)

June 21, 2000, Wednesday

Nike attacked over Freeman ad

BYLINE: Tanya Targett

SECTION: NEWS; Pg. 5

LENGTH: 506 words

NIKE has been accused of exploiting Aboriginal sprint star Cathy Freeman and the nation's reconciliation debate in an ad featuring athletes saying sorry.

National Sorry Day Committee co-chair Audrey Kinnear said **Nike** was heartlessly and shamelessly trivialising the nation's "Sorry" campaign with its latest ad "No Apologies".

She said her committee would call on **Nike** to withdraw the ad.

The advertisement features 20 athletes looking at the camera as the word "sorry" appears on screen, with Aboriginal sprinter Freeman mouthing the words: "Can we talk about this later?"

Nike yesterday said its "No Apologies" advertising campaign -- the first stage of the company's Olympic campaign -- was in no way related to the reconciliation debate or Prime Minister John Howard's refusal to apologise to the stolen generation.

But Ms Kinnear said the ad was an irresponsible and cruel ploy which undermined Freeman's credibility when she could not afford further controversy.

Nick Bideau, Freeman's former coach and business manager, is suing the high-profile athlete, claiming she breached her contract with his management company.

Peter Jess, a fellow director of the company set up in May 1996 to promote Freeman and other elite Australian athletes, is also suing the 27-year-old star.

"We want them to remove it from air, not only for us but also for Cathy because Cathy really can't afford to get involved in any more controversy and they might not realise it but it may have an impact on Cathy's credibility," said Ms Kinnear, who is a member of the Stolen Generation.

"It's insensitive of **Nike** to use her that way because it's going to hurt our people . . . the use of the word 'sorry', so many times, straight after the reconciliation walk in Sydney.

"They're using her but also they are capitalising on the word we want to hear from governments and other Australians to right the wrongs of past history."

Freeman's spokesman Richard Amos said he was waiting to talk to the sprint star and could not comment.

Nike attacked over Freeman ad Courier Mail (Queensland, Australia) June 21, 2000, Wednesday

Ms Kinnear said the Sorry Day Committee would probably make an official statement asking **Nike** to withdraw the ad for Cathy's sake and that of other indigenous Australians.

"I can't understand how intelligent people could not contemplate how this would impact on us," Ms Kinnear said. "It's devastating."

Nike marketing director Brent Scrimshaw denied the company was commenting on or capitalising on the reconciliation debate.

"This advertisement features 20 athletes -- all of whom have to make choices in order to become the best they can be," Mr Scrimshaw said.

"Our only intention is for people to gain an appreciation of these sacrifices and an insight into the lives of athletes. (Cathy's) reference to 'Can we talk about this later?' illustrates that all she wants to do is focus on running -- she's too busy to stop and talk. It's a sacrifice."

He said a second component to **Nike's** Olympic advertising campaign, giving further insight into the lives of elite athletes, would be launched soon.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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THE DAILY TELEGRAPH(LONDON)

October 31, 2000, Tuesday

Nike apologises for advert slur on disabled

BYLINE: By Barbie Dutter, Sydney

SECTION: Pg. 18

LENGTH: 125 words

A day after the Paralympic Games closed, Australia was in uproar over an advertisement for the sportswear company **Nike** describing disabled people as "drooling, misshapen husks".

The advertisement for the "Air Dri-Goat" running shoe appears in several American magazines available in Australia. A paragraph reads: "How can a trail running shoe . . . help me avoid compressing my spinal cord into a Slinky on the side of some unsuspecting conifer, thereby rendering me a drooling misshapen . . . husk of my former self, forced to roam the earth in a motorised wheelchair".

After being bombarded by e-mail complaints, the company apologised on its internet site and said it would withdraw the advertisement.

[PS]News: [ES]

International:

LOAD-DATE: October 31, 2000

LANGUAGE: ENGLISH

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The Washington Post

washingtonpost.com

The Washington Post

September 19, 2000, Tuesday, Final Edition

A Repugnant TV Ad

SECTION: EDITORIAL; Pg. A22

LENGTH: 234 words

NBC HAS done one of its Olympics sponsors, **Nike**, Inc., a major favor. The network killed a **Nike** ad that in our view was about as tasteless, exploitative and inappropriate as an ad can be. A **Nike** vice president said the ad was supposed to be funny--"ironic"--and that NBC had "preapproved" it, suggesting the network then caved in the face of what were apparently numerous complaints. Sometimes cave-ins are wise.

The ad had no redeeming features. To sell tennis shoes, it converted a subject that for many women is a source of genuine fear--that they will encounter violence against which they can't defend themselves--into a macabre joke. The ad was entitled Horror. A chainsaw-wielding man in a hockey mask breaks in on a young woman in a remote cabin. She screams and runs; he chases her but can't keep up; she escapes as he is shown panting for breath. A question flashes on the screen: "Why Sport?," followed by the answer: "You'll live longer." What a laugh. Another spoof on horror shows, deftly done. It's even scary. Who could possibly object?

We're sure the ad was tested and found effective among whatever group the company was trying to reach. But it's not a funny subject, surely not to women who have been or are frightened of becoming victims; nor is it a fit subject for children, millions of whom are watching the games. **Nike** can find a better way to sell its products.

LOAD-DATE: September 19, 2000

LANGUAGE: ENGLISH

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Hamilton Spectator (Ontario, Canada)

September 7, 2000 Thursday Final Edition

Davis Love III says no to Nike ball

SOURCE: The Canadian Press

SECTION: SPORTS; Pg. E06

LENGTH: 128 words

DATELINE: OAKVILLE

Davis Love III turned down an offer from **Nike** Golf to play a ball similar to the one used by Tiger Woods, agreeing yesterday to a multi-year contract extension with Acushnet Co. to stick with Titleist.

"Our entire company is ecstatic that Davis will remain part of the Acushnet Co. family for many years to come," chairman and CEO Wally Uihlein said in a statement.

He declined to disclose terms of the deal, only that Love will continue playing Titleist clubs and balls, and wear gloves and shoes by FootJoy, another Acushnet brand.

"When someone is throwing piles of money at you, you've got to take a look," Love said. "It was awfully tempting. We're talking a lot of money . . . more than what you're used to. In the end, I wanted to be with Titleist."

LOAD-DATE: October 17, 2002

LANGUAGE: ENGLISH

TYPE: News

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The Mirror

June 12, 2000, Monday

FOOTBALL: **NIKE** CUP - BIG SCORE FOR NIALL; S AFRICA 1 REP OF IRE 2

SECTION: SPORT; Pg. 44

LENGTH: 111 words

NIALL Quinn's record-equalling 20th goal for his country helped the Republic finish runners-up in the **Nike** Cup in Giants Stadium, New Jersey.

Quinn drew level with Frank Stapleton's tally with a towering header from Mark Kennedy's 68th-minute free-kick.

The Irish, who finished the tournament unbeaten, had fallen behind to a 14th -minute goal by South African captain Shaun Bartlett.

They equalised two minutes from the interval when Oxford keeper Andre Arendse palmed Stephen McPhail's curling corner into his own net.

Earlier in the day the United States captured the Cup for the first time since 1995 with an impressive 3-0 win over Mexico.

LOAD-DATE: June 12, 2000

LANGUAGE: ENGLISH

GRAPHIC: QUINN: Winner

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The Guardian (London)

November 17, 2000**Style: Oversubscribed: Nike trainers****BYLINE:** Charlie Porter**SECTION:** Guardian Features Pages, Pg. 8**LENGTH:** 334 words

You can understand the panic - after just a couple of decades waiting for a trainer that has anything to do fashion, **Nike** has caused chaos among addicts by going all Bottega Veneta with its limited edition Woven range. These shoes - basically baskets for the feet, hand-woven in elastic - have, if you believe reports, caused queues and catfights this last week at branches of Office affiliates Offspring and Poste among those desperate to part with pounds 150 for something that looks like a criss-crossed bandage. The trainers, limited to 200 pairs per never-to-be-repeated colour worldwide, are available in two editions - brown/khaki or black and red.

Offspring is running low on stock, with only very small sizes left, and hoping for another batch within the month. Browns Focus has just taken delivery of stock which should, on optimistic estimates, last to the end of the week. And insiders are already aware that Pauric Sweeney's cult Hoxton boutique will stock the Woven when it opens in December. This frenzy isn't limited to the high street, presumably helped by the rumour that the Woven originated in the Comme des Garcons design studio. On e-bay, bidding stands at Dollars 699 for a pair in blue with grape and cream tones, a sale that is about to make its anonymous owner very happy.

But while a limited-edition piece from a high-fashion house can be timeless, trend trainers scream for immediate attention, and fade in covetability the second you see someone else in them. Meanwhile, the scrabble to get hold of the item stops shoppers from thinking about whether the product suits them or not.

So, while the BV weave looks sexy and second-hand made into bodices or bags, the cocoon shape of the Woven is not going to make any foot appear slender and elegant. Do you want to look as if you're in an orthopaedic shoe? No? Then think again about the Woven.

Offspring and Poste enquiries, 020-7251 6646; Browns Focus, 020-7514 0064; Pauric Sweeney, 020 7253 5150

LOAD-DATE: November 17, 2000**LANGUAGE:** ENGLISH

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Guardian Weekly

October 11, 2000

United's record deal

BYLINE: Andrew Dick

SECTION: SPORT; Sports Diary; Pg. 35

LENGTH: 148 words

Manchester United have agreed a world record \$ 450m, 15-year kit deal with sportswear giant **Nike**. The sponsorship easily beats **Nike's** kit deal with the Brazilian Football Federation. That 10-year agreement is worth about \$ 105m, and covers all the country's national teams, including junior and women.

In a kit deal of a different kind the No 10 shirt worn by Sir Geoff Hurst in the 1966 World Cup final -- won by England, for those who can't remember -- made football history for the second time last week when it was sold at auction for \$ 138,000. A football-mad British -- well, we're almost certain he's English collector bid by telephone from Sydney, where he was on holiday during the Olympics. The price for the shirt in which Hurst scored a hat-trick more than doubles the previous record of \$ 66,000 for a shirt worn by the late Bobby Moore on that historic day.

LOAD-DATE: October 17, 2000

LANGUAGE: ENGLISH

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St. Petersburg Times (Florida)

September 29, 2000, Friday, 0 South Pinellas Edition

MAKING NEWS

SECTION: SPORTS; SIDELINES; Pg. 1C

LENGTH: 195 words

Merger of the mighty

Nike reportedly will pay \$ 450-million to have its swoosh logo appear on the jerseys one of the world's most popular pro soccer clubs, Manchester United. The 15-year deal will take effect in 2002, when Manchester United's contract with Umbro expires, the Sun newspaper in London reported. Umbro said its contract with United will run until July 2002 and discussions were ongoing about the future. A **Nike** spokeswoman did not comment. An announcement is expected Monday, the Sun said.

QUESTION OF THE DAY

When was the last time FSU had more than one loss heading into its football game against Miami?

Answer below.

QUOTABLE

"If people aren't watching the Olympics because they already know the outcome, why is Titanic the biggest-grossing movie of all time?"

- NICK CANEPA

writing in the San Diego

Union Tribune

ANSWER

In 1989. The Seminoles lost the first two games of the season (to Southern Miss and Clemson) but were 5-2 when they hosted the Hurricanes. FSU beat Miami 24-10, won the rest of its games and beat Nebraska 41-17 in the Fiesta Bowl behind five touchdown passes by Peter Tom Willis to finish No. 3 in the nation.

LOAD-DATE: September 29, 2000

LANGUAGE: ENGLISH

GRAPHIC: COLOR PHOTO, (2); Deion Sanders; Kawika Mitchell

TYPE: DIGEST

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Courier Mail (Queensland, Australia)

June 21, 2000, Wednesday

Ad campaign lands Nike in a sorry mess

BYLINE: Tanya Targett, Tom Salom

SECTION: NEWS; Pg. 5

LENGTH: 549 words

SPORTSWEAR maker Nike has been accused of exploiting Aboriginal sprint star Cathy Freeman and the nation's reconciliation debate in an ad featuring athletes saying sorry.

Freeman plays only a minor role in the ad, but the timing of its release has stung Aboriginal activists.

National Sorry Day Committee co-chairwoman Audrey Kinnear said Nike was "heartlessly and shamelessly" trivialising the nation's "sorry" campaign with its latest slogan "No apologies".

Ms Kinnear said her committee would call on Nike to withdraw the ad.

The advertisement features 20 athletes looking at the camera as the word "sorry" appears on-screen, with Freeman saying, "Can we talk about this later?"

Most athletes, including runner Steve Moneghetti and footballer James Hird, say sorry in a light-hearted manner for being driven by success.

Nike Olympics spokeswoman Megan Ryan said the timing of the "No apologies" commercial was purely coincidental.

Ms Ryan said Nike was trying to show how athletes had to apologise to a lot of people they did not have time for during Olympic preparations.

"While we understand that there is some sensitivity and contention around the 'sorry' issue, it was a more behind-the-scenes look at athletes who make no apologies for the fact they have to say sorry to a lot of people," she said.

"Sorry is a word used by people everyday.

"It is a coincidence that the whole reconciliation issue has come up here."

Ms Ryan said the insight into Freeman was more about the fact that everybody wanted "a piece of her" in the lead-up to the Sydney Games.

"It's not in reference to the reconciliation issue," she said.

But Ms Kinnear said the ad was an irresponsible and cruel ploy which undermined Freeman's credibility when she could not afford further controversy.

Ad campaign lands Nike in a sorry mess Courier Mail (Queensland, Australia) June 21, 2000, Wednesday

Nick Bideau, Freeman's former coach and business manager, is suing the high-profile athlete, claiming she breached her contract with his management company.

"It's insensitive of **Nike** to use her that way because it's going to hurt our people . . . the use of the word 'sorry', so many times, straight after the reconciliation walk in Sydney," Ms Kinnear said.

"They're using her, but also they are capitalising on the word we want to hear from governments and other Australians to right the wrongs of past history."

Freeman's spokesman, Richard Amos, said he was waiting to talk to the sprint star and could not comment.

Ms Kinnear said the Sorry Day Committee would probably make an official statement asking **Nike** to withdraw the ad for Freeman's sake and that of other indigenous Australians.

Nike marketing director Brent Scrimshaw denied the company was commenting on or capitalising on the reconciliation debate.

"This advertisement features 20 athletes -- all of whom have to make choices in order to become the best they can be," Mr Scrimshaw said.

"Our only intention is for people to gain an appreciation of these sacrifices and an insight into the lives of athletes. (Cathy's) reference to 'Can we talk about this later?' illustrates that all she wants to do is focus on running -- she's too busy to stop and talk. It's a sacrifice."

He said a second component to **Nike's** Olympic advertising campaign, giving further insight into the lives of elite athletes, would be launched soon.

LOAD-DATE: December 4, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: CML

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The Ottawa Citizen

May 11, 2000, Thursday, EARLY

Nike markets speedometer on a shoestring

BYLINE: Andy Ogle**SECTION:** News; A1 / Front**LENGTH:** 604 words**DATELINE:** EDMONTON

EDMONTON -- A runner's speedo-meter invented by a University of Alberta engineering professor has been snapped up by Nike as one of five new high-tech devices for the "digital athlete," the sports marketing giant unveiled yesterday.

The device, which Nike will sell with a version of its popular Triax wristwatch for \$199 U.S. starting in October in the United States and soon after that in Canada, consists of sensors and a microprocessor designed to clip onto shoe laces.

It's a sophisticated wireless gadget that measures stride length and velocity and transmits the information to the watch, which gives constant speed and distance readouts.

Ken Fyfe, who teaches mechanical engineering at the U of A, came up with the idea a few years ago while talking with his wife, Anne Galloway, about ideas for a design project to give his students.

A veteran marathon runner, she suggested something to help runners improve their training.

Mr. Fyfe, also a runner and coach of the Leduc Track club, decided he'd work on it himself rather than giving it to his students.

He later formed a company called Dynastream Innovations Inc. with his younger brother Kip, an electrical engineer in Cochrane, Alta., to further develop prototypes and shop it around to sports equipment manufacturers, including Nike.

Mr. Fyfe said his invention, which Nike is labelling the SDM (Speed Distance Monitor) Triax 100, is a big improvement over the typical pedometer. A pedometer is a stride counter that counts the number of steps you take and then uses what you think is your average stride length to tell you how far you've gone, he said.

"This thing is actually measuring each and every stride. So even if you change your stride length, this calculates that." It's more than 97 per cent accurate and can also be used to store data.

Clare Hammil, vice-president of Nike Equipment, said at a news conference at company headquarters in Beaverton, Oregon, that of the five devices the company touted yesterday, it was most excited about the speed and distance watch. "The simple question when you go out for a run, go for a walk, you're out hiking, is how far did I go and how fast did I move?"

Nike created a new division it is calling Nike Techlab to market the speed-distance monitor and four other new products for what it's calling the dotcom or digital athlete.

Nike markets speedometer on a shoestring The Ottawa Citizen May 11, 2000, Thursday, EARLY

Its other products include a new heart monitor, a portable digital audio player, a backcountry wristwatch that will give out altitude, compass and weather readings and a new two-way radio for snowboarders, hikers and the like.

Ray Riley, **Nike** Equipment creative director, called the speed- distance watch a simple out-of-the-box solution for today's athletes who are hungry for information about their workout. "You take it out, you put the little pod on your foot, you put your watch on, you push a button and you go and you find out what you need."

Mr. Fyfe said getting the product to this stage has been a long and sometimes difficult project. Some of the research was funded by the Natural Sciences and Engineering Research Council, and the university's industry liaison office helped Mr. Fyfe to get a patent and provided some money to develop better prototypes.

But at one point Mr. Fyfe's company ran out of money and had to shut down. Kip ran the company out of his garage, said Mr. Fyfe. And a meeting with **Nike** officials was held at a kitchen table.

"It has literally been running on a shoestring, no pun intended," he said. "So many roadblocks had to be overcome. But it has been a lot of fun to work on."

LOAD-DATE: May 11, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: Grant Black, The Calgary Herald / Runners can lace Ken Fyfe's sensor to their shoes for constant readouts of speed and distance.

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The Times (London)

June 24, 2000, Saturday

Men in Gold Suits

SECTION: Features**LENGTH:** 441 words

Nike stands for victory. But is victory about to require runners to encapsulate themselves from head to toe in cocoons of clingfilm? Our athletics correspondent announces that **Nike**, the manufacturer of sportswear, has developed a bodysuit that may cut a nanosecond off the Exocet swoosh of runners down the track.

Its Swift Suit is to be worn for the first time today. It has been developed by an English fashion designer in order to get the fastest performance out of muscle temperature and aerodynamics. This means using darker colours and lighter textiles to cover certain bits of the body, and wearing a bodysuit from hood to ankle in order to reduce wind drag. The suit has been tested in a wind tunnel. It is intended to work in a similar way to the dimples on a golf ball.

Science is more obviously useful to sports that use equipment, such as the pole vault, cycling and the javelin. The swimmers have developed a shark-fin suit. But the oldest sport, the sprint, also always uses technology in order to run faster. Coroebus of Elis, a cook, is the first recorded Olympic champion. He wore bare feet to win the footrace the length of the stadium (192 metres) at Olympia in 776BC. But thereafter the sprinters were made to discard their shorts and run naked in order to reduce wind drag and opponent drag.

Employing a goddess to trip up the opposition was regarded as cheating, as drugs are today. But, as with drugs, winners were seldom disqualified because of their goddess. Leather replaced bare feet, rubber replaced leather, and spikes replaced rubber. It is hard to see how spikes can be made even lighter or faster, though the manufacturers will manage it. Harold Abrahams and Eric Liddell sprinted in baggy shorts which were the latest Varsity togs. Linford Christie ran in streamlined kit. Sprinters now shave their heads in order to reduce wind resistance.

Sprinting is the oldest and simplest of sports. Since man got up on his hind legs, he has been putting one leg in front of the other. Any fool can do it. But it takes a superhuman kind of folly to do it for 100 metres in less than 10 seconds. The sprinters' aerodynamic pod is going to make life harder for the commentators. When every runner looks like Spiderman, or Superman wearing his underpants outside his colour-coded bodystocking, spectators will have only the lanes to identify the runners. Joggers, who already advertise their egos in university vests to which they are not entitled, will have a new livery. It may even spur them to run faster. But to run first will still require guts and go, and, if she is available, a lucky goddess.

LOAD-DATE: June 25, 2000**LANGUAGE:** ENGLISH

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The Observer

October 1, 2000

'Repellent' Olympics TV ad banned: US network acts after claims that Nike campaign encourages violence against women.

BYLINE: John Arlidge

SECTION: Observer News Pages, Pg. 7

LENGTH: 705 words

IT IS THE world's biggest marketing bonanza with more than one hundred million viewers in 100 countries. The Olympics are used to sell everything from pet food to insurance, but for the world's biggest sports company the games have turned into a PR false start.

Nike of the US has been condemned as 'stupid and repellent' after an advertisement featuring the runner Suzy Favor Hamilton provoked outrage among viewers who said it encouraged violence against women. The giant American network, NBC, which has exclusive rights to screen the Olympics in the US, has banned the multi-million dollar commercial.

It features Hamilton being threatened by a chainsaw-wielding assassin in a remote cabin. In a spoof of the classic slasher movie, The Texas Chainsaw Massacre, she escapes and is chased through the surrounding forest.

In her Nike trainers Hamilton begins to out-run her assailant who is forced to stop and rest. He pulls off his ice hockey mask, breathing heavily, before giving up and heading home.

The last shot shows Hamilton vanishing into the moonlight. 'Why Sport?' the title flashes. 'Because you'll live longer.'

Nike insists the advertisement is tongue in cheek, but commentators say it is offensive. 'It is stupid, ill-conceived and repellent,' said Bob Garfield of Advertising Age. The Washington Post called it 'a far cry from the inspiring and empowering "Just Do It" ads.'

The New York Times quoted a reader who labelled the new ad 'disgusting and misogynistic'. At a Women in Advertising awards banquet the commercial was singled out for setting back the cause of women.

Industry observers have accused Nike of adopting 'double standards' in advertising women's and men's brands. Barbara Lippert of AdWeek says the commercials targeting men tend to be 'loose, playful and cartoonish', often making fun of the very athletes who endorse Nike products. The women's ads, by contrast, are earnest, even threatening.

Nike defends its ad as 'humane and ironic'. Mike Wilskey, vice president of Marketing, said: 'We are disappointed that NBC has chosen to take our ad off the air. Our rule has always been to respect the intelligence of our consumer. This notion that we owe all women an apology is certainly open to conjecture.'

'People are going berserk. They're saying, "We get this. Nike doesn't." When the reality is that women are emailing us

'Repellent' Olympics TV ad banned: US network acts after claims that Nike campaign encourages violence against women. The Observer October 1, 2000

in huge numbers saying, "I get this. I understand this. I understand what you were trying to do with this ad".'

Nike insists its new 'Why Sport' series of commercials presents the benefits of physical fitness in extraordinary ways. The ads have a look and feel of classic cinematic moments.

Despite the outcry, some industry executives agree. Russell Davis, planning director at ad agency Wieden & Kennedy, says that in the advertisement Hamilton is treated as an athlete rather than as a 'woman athlete'. She is the winner, not the victim. The shift in strategy is deliberate, he says. At one point, it felt like here was something that needed to be said about women's role in sports. It was all about empowerment, and self-image, and "if you let me play".

'Now women's sports are higher profile. They're much more on equal footing with men. And the advertising is starting to reflect it.' Davis adds: 'In the last year or so, **Nike** has injected a lot more humour, a lot more playfulness, in its treatment of women athletes. It treats Suzy Hamilton pretty much the same as Andre Agassi. It's not a role-model, "go out and be like Suzy" kind of thing. It's more like: "We have athletes we love, and we want to put them in our communication".'

* UK sports stars are not the only Britons breaking records in the Sydney Olympics which end today. BBC1 and BBC2 have increased their share of the peak-time audience by an average 20 per cent. The number of viewers of the games is up one-third on the last Olympics in Atlanta.

Unofficial viewing figures show that the BBC's daytime viewing was up from between 1million and 1.5m to around 2-2.5m - 35 per cent of the audience. When Steve Redgrave captured his fifth gold medal in consecutive Olympics, BBC1 took 75 per cent of the audience.

john.arlidge@observer.co.uk

LOAD-DATE: October 2, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Globe and Mail (Canada)

August 31, 2000 Thursday

**Raptors' Carter close to signing rich shoe deal;
NBA star could be \$11.5-million richer;
from sponsorship agreement with **Nike****

BYLINE: ROBERT MacLEOD, Basketball Reporter

SECTION: SPORTS; Pg. S2

LENGTH: 509 words

DATeline: Toronto

The other shoe is about to drop for Toronto Raptor sensation Vince Carter, bringing with it a windfall worth about \$11.5-million (U.S.).

Carter, who is working out with the U.S. Olympic team in Honolulu in preparation for the Sydney Olympic Games, is to sign a sponsorship deal with shoe conglomerate **Nike** for a reported \$30-million, a National Basketball Association source confirmed yesterday.

The six-year deal, details of which are being fine-tuned, would see **Nike** clear a \$14.5-million debt that Carter owes Puma, the shoe company with which Carter had initially signed an endorsement deal before joining the Raptors two seasons ago.

Carter became dissatisfied with Puma last year and tried to walk away from the contract. The matter went to arbitration in the United States and the arbitrator ruled in Puma's favour, saying that Carter owed the company \$13.5-million plus an additional \$1-million in lawyer fees.

The ruling, which came down after the conclusion of the 1999-2000 NBA season, prohibited the 23-year-old forward from signing an endorsement deal with another company for three years.

Under the terms of the new agreement, **Nike** would clear Carter's debt with Puma and then pay their competitor an additional \$5-million to release the high-flying dunk king from the initial contract.

The remaining money, about \$11.5-million, will go into Carter's pocket.

The Associated Press on Tuesday reported Carter denying a new deal had been reached.

"I just got out of a Puma suit, so how can I have a deal ready?" Carter said. "Everybody's jumping the gun."

However, a source close to the negotiations with **Nike** and Puma, who did not want to be identified, said the new deal should be announced within the next week or two.

Raptors' Carter close to signing rich shoe deal; NBA star could be \$11.5-million richer; from sponsorship agreement with Nike The Globe and Mail (Canada) August 31, 2000 Thursday

"For Vince, to not have to worry about this once and for all would allow him to focus on basketball," the source said. "For him, he'd like to get it done as soon as possible."

Officials with both **Nike** and Puma were unavailable for comment yesterday.

Under the terms of the arbitration ruling, Carter was required to continue to wear the Puma brand when he played basketball. He did so but grudgingly, often covering up the Puma logo on the shoes with tape or blacking it out with ink.

The sneaker scenario certainly had no bearing on Carter's performance last season, as he guided the Raptors to their first appearance in the NBA playoffs.

He was the leading vote-getter for the starting lineups in the NBA all-star game where he soared to victory in the slam-dunk competition.

It is believed that Carter's deal with **Nike** is among the most lucrative involving NBA players. **Nike** also has signed golfer Tiger Woods to a new endorsement package, a five-year deal believed to be worth \$122-million.

Raptors president Richard Peddie said he had no knowledge of Carter's pending shoe deal.

"You want your players being focused on the game and you want them to be financially secure," Peddie said. "The less players have to worry about, the better. We're huge fans of Vince. We want it to all work out for him."

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

787 of 1000 DOCUMENTS

The Australian

September 28, 2000, Thursday

Move over big boys, here comes Li Ning

BYLINE: Lynne O'Donnell

SECTION: SPORT; Pg. 20

LENGTH: 359 words

To the ranks of Olympic titans **Nike**, Reebok, Speedo and Adidas, the Sydney Games have added Li Ning, Lynne O'Donnell reports

ONCE China's most famous athlete and now one of its foremost entrepreneurs, Li Ning has vaulted from the winners' podium to real gold with a line of eponymous sportswear.

His now-famous L-shaped swoosh has made a breakthrough in Sydney as Li Ning is not just clothing the Chinese squad, but members of the French team as well.

Known as the Gymnastics Prince, Li Ning, 37, earned his place in China's sporting history with a string of spectacular performances throughout the 1980s -- including three gold medals at Los Angeles -- that catapulted him to fame.

Business beckoned after retirement, and by the early 90s Li Ning Sportswear boutiques, with their distinctive white swoosh on a red background, began popping up in big cities around China.

Today, Li Ning is the largest sportswear manufacturer in the country. Total sales last year surpassed 600 million yuan (\$133million) and are projected to reach 700 million yuan this year.

While his "L" swoosh now has an estimated 50 per cent of the Chinese market for sports and casual wear, according to figures published in state-run newspapers, **Nike** has about 30 per cent and Adidas about 10 per cent.

The remainder of the market is shared between a handful of domestic and international manufacturers.

The secret of Li Ning's success, according to analysts, is his appeal to China's essentially casual culture.

While **Nike**, Adidas and the other international sports apparel companies came to the world's biggest potential market to cash in on the faddish approach of Chinese consumers to famous brand names, Li Ning's strategy was to appeal to the youth-teen market, as young men and women in the early 90s were only just developing an interest in sport.

As the Europeans and Americans went for the high end of the market, Li Ning kept his clothing affordable: the most expensive athletic shoes in his line cost about 300 yuan (\$66).

Li Ning has 450 stores in China and has sponsored Chinese athletes in every Games since Barcelona in 1992.

LOAD-DATE: December 3, 2001

Move over big boys, here comes Li Ning The Australian September 28, 2000, Thursday

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Australian

September 28, 2000, Thursday

Move over big boys, here comes Li Ning

BYLINE: Lynne O'Donnell**SECTION:** SPORT; Pg. 20**LENGTH:** 359 words

To the ranks of Olympic titans **Nike**, Reebok, Speedo and Adidas, the Sydney Games have added Li Ning, Lynne O'Donnell reports

ONCE China's most famous athlete and now one of its foremost entrepreneurs, Li Ning has vaulted from the winners' podium to real gold with a line of eponymous sportswear.

His now-famous L-shaped swoosh has made a breakthrough in Sydney as Li Ning is not just clothing the Chinese squad, but members of the French team as well.

Known as the Gymnastics Prince, Li Ning, 37, earned his place in China's sporting history with a string of spectacular performances throughout the 1980s -- including three gold medals at Los Angeles -- that catapulted him to fame.

Business beckoned after retirement, and by the early 90s Li Ning Sportswear boutiques, with their distinctive white swoosh on a red background, began popping up in big cities around China.

Today, Li Ning is the largest sportswear manufacturer in the country. Total sales last year surpassed 600 million yuan (\$133million) and are projected to reach 700 million yuan this year.

While his "L" swoosh now has an estimated 50 per cent of the Chinese market for sports and casual wear, according to figures published in state-run newspapers, **Nike** has about 30 per cent and Adidas about 10 per cent.

The remainder of the market is shared between a handful of domestic and international manufacturers.

The secret of Li Ning's success, according to analysts, is his appeal to China's essentially casual culture.

While **Nike**, Adidas and the other international sports apparel companies came to the world's biggest potential market to cash in on the faddish approach of Chinese consumers to famous brand names, Li Ning's strategy was to appeal to the youth-teen market, as young men and women in the early 90s were only just developing an interest in sport.

As the Europeans and Americans went for the high end of the market, Li Ning kept his clothing affordable: the most expensive athletic shoes in his line cost about 300 yuan (\$66).

Li Ning has 450 stores in China and has sponsored Chinese athletes in every Games since Barcelona in 1992.

LOAD-DATE: March 1, 2002

Move over big boys, here comes Li Ning The Australian September 28, 2000, Thursday

LANGUAGE: ENGLISH

JOURNAL-CODE: AUS

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The Mirror

July 6, 2000, Thursday

TENNIS: WIMBLEDON DAY 9: MEN'S QUARTER-FINALS : SKINT VLAD WON'T BE SHORT CHANGED

BYLINE: John Cross

SECTION: SPORT; Pg. 58, 59

LENGTH: 519 words

HARD-UP Vladimir Voltchkov is guaranteed a bumper pounds 120,000 Wimbledon semi-final pay-day - after being so skint he had to borrow a pair of shorts.

Voltchkov, 22, the first qualifier to reach the semis since John McEnroe in 1977, had to wear the same T-shirt as last year because he had spent all his spare cash on going to see the hit film Gladiator four times.

And his Russian tennis pal Marat Safin had to lend him a pair of shorts because he came to England with no new kit.

And the Belarus blaster, ranked 237th in the world, has now been offered kit sponsorship deals with **Nike** and adidas on the back of his amazing Wimbledon success.

Voltchkov has also landed a dream showdown - and guaranteed pay cheque for reaching the semi-finals - with top seed Pete Sampras on Centre Court tomorrow.

Voltchkov, who beat Zimbabwean Byron Black 7-6 7-6 6-4, said: "I had the same stuff from last year.

"The shorts I wore were from Marat Safin because I came here with no new clothes. It's been very tough for me financially and to reach the semi-finals and earn some money is a dream come true.

"I've had injury problems and when you're playing minor tournaments around the world it's very hard to earn money.

"I don't have a kit sponsor so I ended up wearing **Nike** and adidas gear.

"**Nike** were kind enough to give me two pairs of shoes for my match today and adidas gave me one pair for last week."

TENNIS: WIMBLEDON DAY 9: MEN'S QUARTER-FINALS : SKINT VLAD WON'T BE SHORT CHANGED The
Mirror July 6, 2000, Thursday

However, Voltchkov admitted he has been wasting his spare cash in London on going to the cinema since arriving two weeks ago.

He said: "I've been to see Gladiator four times so no wonder I can't afford the kit.

"I'm sure I could afford now to go to posh restaurants but my dad is a good cook and I prefer to eat at the flat we've rented together."

It is, of course, the furthest Voltchkov has ever been in a Grand Slam tournament - and all after having to win three qualifying matches to reach the competition proper.

He said: "I don't think everything has sunk in yet. I used to watch John McEnroe on TV and I always admired him. Someone mentioned to me the other day about becoming the first qualifier since McEnroe to reach the semi-finals and I've kept it in my head.

"To play Pete Sampras in the semi-finals - what else could you wish for? It's a dream come true and an honour for me.

"Grass seems to suit my game, but how do I beat Sampras? That's a good question. He is probably the greatest player of all time and if he's in the mood then it will be very difficult for me. But if I can do my best and give him a good game then I'll be very happy."

Disappointed Black, ranked 37th in the world, believes Sampras will finally end the underdog's charge to glory.

Black said: "With the way Pete's playing, I don't think Vladimir could beat him. He's a flashy player. When I thought I had him he would beat me with a great shot."

But Voltchkov, who won the Wimbledon junior title in 1996, has consistently defied all the odds.

Now bookies Hills have him 12-1 for the title, with Sampras the 8-11 favourite, Andre Agassi 5-2 and Pat Rafter 4-1.

LOAD-DATE: July 6, 2000

LANGUAGE: ENGLISH

GRAPHIC: VLADIATOR: Voltchkov loves a grass fight

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Calgary Herald (Alberta, Canada)

August 23, 2000, Wednesday, FINAL

Say it ain't so, **Nike**: Tiger doesn't use golf balls he endorses

BYLINE: The Associated Press

SECTION: Sports; C1 / FRONT

LENGTH: 473 words

DATELINE: SAN FRANCISCO

Tiger Woods endorses **Nike** Tour Accuracy golf balls in television and magazine ads, but he really plays with custom-made balls unavailable to everyday duffers, **Nike** acknowledged Tuesday after being sued in federal court.

Nike Inc. said the balls used by Woods, who is one of the longest hitters in golf with drives that travel 300-plus yards, have a slightly harder inner and outer core than the balls sold to the public.

"Those two elements are slightly firmer than the marketed ball," said Mike Kelly, marketing director for **Nike** Golf.

Kelly said it's common practice in the golfing world to sell the public different products than what the pros use.

"It's an industry practice to make minor specification changes to golf products: Irons, putters and golf balls for tour players," Kelly said. "Slight specification and modifications need to be made to their equipment for their game."

Other leading names in golf say their customers get exactly what their pros endorse.

Joe Gomes, a spokesman for Titleist of Fairhaven, Mass., said its players use the same products they advertise. And if a player uses a "tweaked" version of a club, he said, a consumer could special order it.

"We are very particular about our advertisements," said Gomes. "We don't make any claims that cannot be substantiated in both golf balls and clubs."

Callaway Golf of Carlsbad, Calif., said if one of its golf pros says he uses a certain club, that identical club is available retail.

Spokesman Larry Dorman did say, however, that in February, one of its golf balls had a different number of dimples on it than the ones its pros used.

That occurred, he said, because Callaway was waiting approval of the new ball by the U.S. Golf Association, so the company's pros were briefly forbidden from using it in tournaments.

"We used a prototype with a different number of dimples," Dorman said. "As a result, for a very short period of time, there was a little bit of a lapse from what was being marketed. We were very up front about it."

Woods's agent, Mark Steinberg, did not immediately return a call requesting comment on the lawsuit.

Say it ain't so, Nike: Tiger doesn't use golf balls he endorses Calgary Herald (Alberta, Canada) August 23, 2000,
Wednesday, FINAL

In the suit filed Tuesday in U.S. district court in San Francisco, a nonprofit group called Public Remedies Inc. claimed **Nike**, based in Beaverton, Ore., was engaging in unfair business practices. It asks that **Nike's** "ill-gotten gains" be restored to the public.

"Tiger Woods does not play the **Nike** Tour Accuracy golf ball, but instead plays one with a different composition and performance characteristics specially made for him . . . and not available to the general public," the suit said.

The group did not return repeated calls for comment.

Woods switched to the **Nike** Tour Accuracy ball before the U.S. Open, the first of his three major titles this year.

LOAD-DATE: August 23, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: Calgary Herald / Tiger Woods places ball during Deutsche Bank Open on May 18.

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Express & Echo (Exeter)

September 28, 2000

United in GBP 300m kit deal

SECTION: Pg.46

LENGTH: 145 words

MANCHESTER United are poised to announce an amazing GBP 300million kit deal with **Nike**.

The American sportswear giants are believed to have agreed a 15-year link-up with the Premiership champions that could be rubber-stamped as early as next week.

United still have two years left to run on their current contract with Umbro, but **Nike** are determined to establish themselves as the leading force in the ever-growing world-wide football market.

The firm already sponsor Brazil's national team to the tune of just under GBP 7million-a-year for the rights to produce the famous yellow shirts of the four-times World Cup winners.

And they now want to tie up a similar agreement with the world's most famous club side.

Sir Alex Ferguson is also believed to have been offered an "eeambassadorial" role with the firm when he steps down as the Red Devils' manager.

LOAD-DATE: October 5, 2000

LANGUAGE: English

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San Jose Mercury News (California)

May 10, 2000 Wednesday MORNING FINAL EDITION

MATCHUPS SET FOR **NIKE U.S. CUP**

BYLINE: Mercury News Wire Services

SECTION: SPORTS; Pg. 3D

LENGTH: 162 words

The U.S. men's national team will face South Africa on June 3 at RFK Stadium in Washington, D.C., in the opener of the **NIKE** U.S. Cup.

Team USA will face Ireland on June 6 in Foxboro, Mass., and it will play Mexico on June 11 in East Rutherford, N.J.

In other games, the Chicago Fire and the Kansas City Wizards of Major League Soccer will play in the first game of a doubleheader June 4 in Chicago. Ireland will face Mexico in the nightcap.

On June 7, Mexico will face South Africa in the first game of a doubleheader in Dallas, followed by the Dallas Burn and the Columbus Crew of MLS.

On June 11, the U.S.-Mexico matchup will be followed by Ireland vs. South Africa.

* The San Diego Sockers will join the World Indoor Soccer League in 2001, said David Altomare, one of several businessman who have revived the former Major Indoor Soccer League franchise.

The Sockers won 10 titles with the MISL.

The WISL, founded in 1998, currently has eight teams.

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: NATIONAL UPDATE

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The Daily Telegraph (Sydney, Australia)

September 29, 2000, Friday

United's \$791m deal with Nike / GOING GLOBAL

SECTION: SPORT; Pg. 127

LENGTH: 63 words

SOCCER

THE world's biggest soccer club just got even bigger, with Manchester United reportedly signing a staggering \$791.66 million, 15-year sponsorship deal with **Nike**.

The deal with the American sports footwear manufacturer is likely to be announced on Monday, and would eclipse any other in the soccer world, the Guardian newspaper announced in London yesterday.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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Courier Mail (Queensland, Australia)

July 19, 2000, Wednesday

True-blue Olympians stick with green and gold

BYLINE: Tom Salom**SECTION:** NEWS; Pg. 3**LENGTH:** 298 words

AUSTRALIAN athletes and officials knocked back a true blue look in Olympic uniforms to stick with the green and gold.

Sportswear designer **Nike** wanted the Australian Olympic Committee to include more navy blue in the competition outfits, insisting that navy blue was a more "fashionable" colour than Australia's traditional Olympic look.

But AOC athlete director Herb Elliott sent the **Nike** designers back to the drawing board with the instruction that green and gold was not to be watered down.

"They navy was cut back very quickly," Elliott said.

The competition outfits were unveiled yesterday and met with widespread praise from athletes and officials.

Most attention focused on the track and field "swift suit". The head-to-toe aerodynamic suit is mariner emerald green on the front with maize yellow striping on the rear. For the first time in Olympic history, athletes competing in all 28 sports will have an integrated design throughout the uniforms and Australia's Paralympians will wear the same outfits as Olympic athletes.

Several of the futuristic uniforms feature streamlined design, lightweight construction materials and "bodymapping" to highlight the muscle tones of athletes. The stars of the Southern Cross are also emblazoned on most outfits.

More than 50 designers worked on 253 uniform styles for the 28 sports with 87,528 items to be manufactured.

Sizes range from xxxS for gymnasts to 6XL for basketballers and weightlifters.

AOC president John Coates declared the uniforms the best in Australian Olympic history.

Elliott said his favourite outfit was the presentation tracksuit Australians would wear on the medal podium.

"The swift suits are a bit beyond me and I do think the beach volleyball outfit might be a bit beyond me too," he said.

LOAD-DATE: December 4, 2001**LANGUAGE:** ENGLISH**JOURNAL-CODE:** CML

True-blue Olympians stick with green and gold Courier Mail (Queensland, Australia) July 19, 2000, Wednesday

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The Moscow Times

May 19, 2000

Nike Searches for Young Soccer Talent

BYLINE: By Kevin O'Flynn**SECTION:** No. 1960**LENGTH:** 441 words

Staff Writer

Spartak captain Andrei Tikhonov was taking penalties, hundreds of kids were clamoring for CSKA star Alexei Smertin's autograph and Lokomotiv goalkeeper Ruslan Nigmatullin was letting in only his second goal in nearly 1,000 minutes, but Alexander Ivanov, 11, was just trying to stand while sweating heavily. Ivanov was one of a half dozen or so wide, lumpy figures walking awkwardly around like sumo wrestlers at Kudrinskaya Ploshchad on Thursday. Wearing 58 different pieces of Nike clothing, Ivanov was attempting to be named Mr. Nike, a title that came with a free soccer ball.

The competition was one of the sidelines to the main competition - Nike's search for 22 young soccer players who will get the chance to train for a day at the national team's training base at the end of the month. To have a chance, aspiring Tikhonovs had to dribble the ball through an obstacle course set up on the square, hit a target and juggle the ball for as long as possible.

Kept upright by his friends, Ivanov was pushed onto the stage set up on the square and began to strip. Ten minutes later, a slight young boy emerged from the huge figure and the emcee called for a bulldozer to remove the clothes.

Unfortunately for Ivanov, Igor Grakh, 12, followed him onto the stage and whipped off 65 pieces of Nike clothing.

"I sat for a whole hour in these clothes," said a relieved Grakh, his face covered in self-scrawled Nike swooshes, seconds after being mobbed by celebrating friends who had donated their clothes.

Grakh and his friends had come in from Odintsovo in the west of Moscow especially for the event.

"We all play soccer there," said Grakh, as his friends began to sort out the clothes. "But we didn't come just for that. We came for the fun." Meanwhile on the specially constructed course, Lokomotiv Moscow goalie Nigmatullin, who until Wednesday's match against Samara hadn't let a goal in for eight league matches, was facing shots from kids and letting most of them in.

The search for players goes on until Sunday at Kudrinskaya Ploshchad. Any youth between the ages of 13 and 16 can take part. Out of the 22, three will then be chosen to travel to the Netherlands in June during the European Championships for what Nike calls a "secret mission." Other events saw pop-group Ivanushki International take to the soccer course and a Pepsi drinking contest that saw children's noses spurt with Pepsi as they raced to see who could down the most of the fizzy pop drink. At the end of the competition they got to throw drinks into the crowds with the delight of people who have a stomach full of fizz.

Nike Searches for Young Soccer Talent The Moscow Times May 19, 2000

LOAD-DATE: May 18, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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The Gloucester Citizen

January 7, 2000

News: CONSUMER**SECTION:** News: CONSUMER, Pg.8**LENGTH:** 438 words

Soccer shirt claim

SPORTS goods manufacturer **Nike** today insisted there was no evidence that some of its British-made football shirts were laced with a toxic chemical. Fears have been raised over the safety of shirts of German side Borussia Dortmund after a German TV show commissioned lab tests and claimed the shirts contain a chemical used on the bottom of sea vessels, which is also used to kill bacteria and quell the stench of excessive sweating. A **Nike** spokesman today confirmed the Borussia Dortmund shirts are made in Britain and Italy. He refused to say where in Britain they are made. He repeated that initial testing had failed to find any Tributyltin, or TBT. "Initial research findings suggest that TBT is not used in production of the garment," he said. **Nike** also make shirts for Arsenal and Glasgow Rangers, though not in Britain.

Both clubs reported no concern over their shirts.

The **Nike** spokesman said Borussia Dortmund shirts were made by sub contractors in Britain which specialise in manufacturing football shirts.

"Further tests are being carried out and we await the results of those," he said.

"We are consulting outside industry experts and fabric suppliers."

He repeated the company's message to the public n "Don't panic?".

And he added: "Small doses of TBT when used in textiles are not normally dangerous to humans."

mf 3 CONSUMER **Nike** Substitute

A scientist with a German institute for consumer health has said that TBT at high levels in humans is believed to cause neurological problems, damage the immune system and harm the liver.

"We don't know how much is in the shirts, so we can't analyse the risks," Juergen Kundke said. "We knew that the substance was still used in coatings for ships, but it shouldn't be in textiles that people wear."

Three German department store chains have withdrawn the GBP 47 yellow and black shirts, as a precaution.

British and Dutch tests have shown that TBT can cause mutations in marine snails, and there have been calls for its global ban.

Nike has said it does not appear British retailers are following their German counterparts by withdrawing the kit.

The spokesman said it makes Arsenal and Glasgow Rangers shirts, but not in this country.

A Glasgow Rangers spokeswoman said: "We have sold 72,000 home jerseys in our shops since the shirt's launch last July and we have had no problem with them.

"Only four have been returned and that is nothing to do with this issue."

An Arsenal spokeswoman said: "We have discussed the matter with **Nike** and at the present time have no cause to recall any replica shirts from our club shops."

LOAD-DATE: January 14, 2000

LANGUAGE: English

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Herald Sun (Melbourne, Australia)

June 14, 2000, Wednesday

Rightly miffed

SECTION: NEWS; Pg. 13

LENGTH: 57 words

THE Beatles would not let companies such as **Nike** use their songs if they had control over the publishing rights, according to Ringo Starr.

Ringo's disdain stems from what the owner of the publishing company -- Michael Jackson -- has done with their songs.

Revolution has been used to sell **Nike** shoes, while Getting Better sells TVs.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DHS

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The New York Times

May 16, 2000, Tuesday, Late Edition - Final

DIALOGUE; Nike's Power Game

BYLINE: By Sarah Edith Jacobson; Sarah Jacobson, a senior at the University of Oregon, is active in United Students Against Sweatshops.

SECTION: Section A; Page 23; Column 1; Editorial Desk

LENGTH: 530 words

DATeline: EUGENE, Ore.

When Phil Knight, the chief executive of **Nike**, withdrew a promised \$30 million donation to the University of Oregon last month, his announcement had the tone of an angry parent. He chastised the university for joining the Worker Rights Consortium, a group that monitors conditions in factories that make clothing with college logos. He accused the university of "inserting itself into the new global economy where I make my living" and doing so "on the wrong side, fumbling a teachable moment."

Mr. Knight, an Oregon graduate, was angry that the university had joined this consortium rather than the Fair Labor Association, a group that includes as members the same industries that have profited from sweatshop conditions in their production plants. The Worker Rights Consortium is based on the premise that work conditions will not be changed by codes and monitors that come from industry, but by involvement of workers, through collective bargaining with management.

In joining the consortium, the University of Oregon pledged to use its influence to improve conditions at factories producing clothes with the university logo. Mr. Knight, accusing his alma mater of shredding its "bonds of trust" with him, seemed offended that it had not asked his permission.

The university's decision was not made lightly. In March, a referendum sponsored by the student government yielded a three-fourths majority vote in support of membership. A committee accountable to the the university president, David B. Frohnmayer, and made up of students, faculty, administrators and alumni, voted unanimously the same month in favor of joining. Then the University Senate, composed of faculty and students, passed a resolution calling for membership. It was only after all these steps that President Frohnmayer signed the university into membership.

Mr. Knight's punitive reaction really questions the autonomy of the university itself. If the voice of one alumnus held more weight than a year of university-wide deliberation, what role would there be for shared governance on campus? If donations from corporate America depended on toeing a corporate line, the university would be better off without the money.

The goal of students across the country who are organizing around sweatshop issues is to create widespread change in an industry where insufficient wages and mandatory overtime are common. In many third world and American apparel factories, there have been reports of intimidation of workers who try to speak out. And because it is easy for these factories to cut and run, vanishing across national borders and abandoning workers, many people are hesitant to

organize unions or demand a living wage.

The Worker Rights Consortium and the student anti-sweatshop campaign challenge companies like **Nike** not only to let the public know the conditions in apparel factories, but to begin long-term change.

Will the debate about sweatshop conditions move beyond the specifics of monitoring and toward establishing the right to organize? Phil Knight's withdrawal of money from the University of Oregon sends the signal that his company is resisting a move in that direction.

<http://www.nytimes.com>

LOAD-DATE: May 16, 2000

LANGUAGE: ENGLISH

GRAPHIC: Drawing (Mirko Illic)

TYPE: Op-Ed

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The Times (London)

November 4, 2000, Saturday

Man Utd in Pounds 300m Nike deal

BYLINE: James Doran

SECTION: Business

LENGTH: 149 words

MANCHESTER United is to hand over control of its global retail business and its entire merchandising operation to **Nike**, the US sportswear firm, in a deal worth more than Pounds 300 million.

Nike will absorb Manchester United's fledgling network of retail outlets which will be used as a springboard to open stores in America and Asia.

It will set up a subsidiary to run United's merchandising business, which made profits of Pounds 2.1 million on turnover of Pounds 20 million in the year to July.

United will be paid Pounds 23 million a year for the first six years of the contract, with the remaining Pounds 164.9 million paid over the next seven years for licensing and sponsorship. But the payments will be reduced if the team does not finish in the top half of the Premiership or it does not compete in European competitions.

United shares rose 2 1/4p to 232p.

LOAD-DATE: November 4, 2000

LANGUAGE: ENGLISH

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The Evening Standard (London)

July 10, 2000

TAKING CARE OF BUSINESS; 'Branding' is the buzz word among business gurus

BYLINE: Malcolm Burgess**SECTION:** Pg. 8**LENGTH:** 586 words

NIKE, Starbucks and Coke are. C&A, Principles and Rover most definitely aren't. It don't mean a thing these days, it seems, unless you're a multinational, monolithic brand that punters can't avoid.

Until recently, we were told by business gurus that only downsizing and restructuring would keep a company's body and soul together. Now they've changed their minds: there's only one magic ingredient. If you haven't been successfully branded, then you might as well not bother queuing up at the global goodie counter.

Branding isn't just the new rock 'n' roll, it's the new religion, because it's not just about anything as vulgar as selling goods or services.

"Products are made in the factory," says Walter Landor of Landor, one of the world's leading branding agencies, "but brands are made in the mind."

Ad agencies now like to think of themselves as brand factories, hammering out ideas and attitudes. Consumers no longer buy products but the feel good, lifestyle enhancing "value added" of brands. It's the difference between a similar pair of trainers from **Nike** and Millets and it's about £80.

In the new global marketplace where all penetrating, successful brands can only get bigger, the rest just curl up and die. It's why, for example, the Labour Party felt it necessary to jettison many of its voter-losing policies, cobble together some new ones and give themselves a new name, just in case we hadn't twigged.

Branding isn't just about thinking big - it's about extending your product line in as many different ways as possible. It's why Benetton and Microsoft have gone into the magazine business, why Ally McBeal has her own line of designer clothing, why Tommy Hilfiger has helped launch a record label and **Nike** is even set to launch a swooshed cruise ship.

It's also why young activists opposed to this kind of globalised branding, and its effect on choice, targeted companies like **Nike** and Starbucks at last year's Seattle World Trade Organisation meeting. As Naomi Klein in No Logo: Taking Aim at the Brand Bullies states, these mega-successful brands are "emblematic of a new paradigm that eliminates all barriers between branding and culture, leaving no room whatsoever for unmarketed space."

When the B-word reaches your office, don't expect your company to be able to manage things by themselves. Do expect an endless series of meetings with outside branding consultants which cost thousands of pounds and repeat what everyone has been saying for years, free of charge, in the office kitchen .

TAKING CARE OF BUSINESS;'Branding' is the buzz word among business gurus The Evening Standard (London)
July 10, 2000

The overall branding strategy then goes into overdrive. From products and customer service to internal communications and even the tea lady (something to do with serving ciabatta), everything must be "on message".

Everyone must promise not to giggle when they're told they sell a brand, not a widget.

And, be warned, even your emails could soon be joining this massive branding exercise - edesigns.co.uk claim that the majority of email users are fed up with boring backgrounds and are failing to appreciate the brilliant branding potential of using existing logos and letterheads electronically.

The company is currently asking executive secretaries to help their bosses see the light.

After all, no bright PA wants their company to go the same way as poor old C&A.

The way ahead? Or the emperor's new Armani clothes? Don't worry, you'll soon get the message.

* For more information about edesigns.co.uk call 020 7813 3449 www.edesigns.co.uk

LOAD-DATE: July 13, 2000

LANGUAGE: English

PUB-TYPE: Paper

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The Independent (London)

September 17, 2000, Sunday

**'IT'S NICE, MUMMY, BUT IS IT EAMES?';
CHILDREN BARELY OUT OF NAPPIES HAVE LONG BEEN ABLE TO
DISCRIMINATE BETWEEN **NIKE** AND M&S, BUT NOW THE LABEL
OBSESSION HAS EXTENDED TO INTERIOR DECOR. HESTER LACEY
REPORTS ON THE POWER OF THE TODDLER POUND**

BYLINE: Hester Lacey

SECTION: FEATURES; Pg. 8, 9, 1, 11

LENGTH: 1754 words

'It's nice, Mummy, but is it Eames?'

Children barely out of nappies have long been able to discriminate between **Nike** and M&S, but now the label obsession has extended to interior decor. HESTER LACEY reports on the power of the toddler pound

It's a fact of modern life that children today are inordinately fashion -conscious. Try fobbing off a tiny style maven with the wrong label and it will end in tears (even Start-rite, the traditional doyen of sensible T-bar school shoes, now has a Jolie Amie "couture" range). Still, there are only so many tiny cashmere separates, designer sunglasses and special kiddies' beauty products one can buy. So now, marketers have latched on to the final frontier in capitalism for kids - interior design.

Children today aren't limited to garish furniture and fittings; bedroom decor for a six-year-old can be just as minimalist, stylish, understated - and, naturally, expensive - as that of their elders. Despite the hefty price tags, tasteful parents who react to Superman duvet covers and Barbie dressing-tables with a shudder of horror are likely to see this as a positive step. So, how do you educate your child away from Thomas the Tank Engine and towards something less lurid?

One could start with the latest slant on the story of Goldilocks and the Three Bears, subtitled "A Tale Moderne". In this new book, the bears' house in the woods is no longer the wooden shack of tradition - it is a modern, split-level house, furnished with design classics, to teach children about the niceties of form and function, style and elegance. "They could have had rough-hewn log furniture, but why bother?" says Steven Guarnaccia, the author, who is also an illustrator and designer. "The furniture is as much a character of the book as the little bears."

Daddy Bear's chair is a Charles Rennie Mackintosh ladder back, Mummy Bear's chair is one of Arne Jacobsen's Eggs, while Baby Bear parks his furry behind on a Charles & Ray Eames LCW model (when the trespassing Goldilocks sits on the chair, it falls to bits - an example of gratuitous vandalism that will have grown-up aficionados sobbing). These bears have no truck with porridge - they eat chilli with Gio Ponti spoons from Eva Zeisel bowls. And when they go off into the woods to wait for their chilli to cool, Mama Bear is decked out in a trendy headscarf, bright-red lipstick and a Conran shirt, while Dad is wearing a beret and shades and carrying his clarinet. Goldilocks has trendy pedal pushers and

IT'S NICE, MUMMY, BUT IS IT EAMES?"; CHILDREN BARELY OUT OF NAPPIES HAVE LONG BEEN ABLE TO DISCRIMINATE BETWEEN NIKE AND M&S, BUT NOW THE LABEL OBSESSION HAS EXTENDED TO INTERIOR DECOR. HESTER LACEY REPORTS ON THE POWER OF THE TODDLER POUND *The Independent*

a Fifties-style ponytail and fringe. While she is nosing about in the duplex, she finds an Alessandro Becchi sofa and a Sixties Italian-style blow-up bed.

The book is aimed at three-to-seven-year-olds, though as a spokeswoman for publishers Harry N Abrams cannily remarks, there will be plenty of grown-ups who enjoy it, too. "The children will notice the furniture quite naturally," she says. "It's not in-your-face 'let's learn about designer furniture'. Parents who have an appreciation of designer furniture will draw the child's attention to the pictures, and the funky images will turn kids on to remembering. The drawings and colours are very appealing, and the pictures look very tactile."

There's a similar approach to architecture in *Arches to Zigzags: an Architecture ABC* by Michael J Crosbie and Steve and Kit Rosenthal. If your child doesn't know its finials from its quoins, or its turrets from its X-braces, this is the place to start. There are simple rhymes and jingles to make the notions stick in small heads. The idea of the book is to "stimulate young readers to think about the built world around them in a creative, thought-provoking way".

Once your infant is rejecting Pokemon spin-offs with a pout in favour of Arne Jacobsen, what's the next step? To start redecorating, evidently. A recent issue of *Junior* (a kind of *Vogue* for parents) featured some suggestions, with not a Postman Pat motif in sight. "Think of a child's room and you may not instantly think tasteful decor and beautiful knick-knacks, but it is possible," ran the editorial. One interior designer's eight-month-old son apparently rejoices in a bedroom where "the mood is slightly Norwegian, with paintwork picked out in duck-egg blue and a sophisticated black edging line throughout". Another set of designer infants, aged eight, six and four, have a bathroom decorated with a bespoke 14th-century map of Europe. "It's great fun and educational to talk about places we've travelled to and would like to visit while they're splashing around in the bath," says their mother.

You will, however, have to put some effort into seeking out such tasteful accoutrements. "We looked at what was already available in children's furniture and we weren't impressed," says Jerwood Prize-winning furniture designer Michael Marriott. Working with fellow designer Simon Maidment, Marriott has just completed *Biscuit*, a collection for Oreka Kids, a newly established manufacturer of children's goods.

What is currently around, Marriott complains, tends to be like "oversized toys". Children, he says, are very aware of their surroundings, yet they are definitely neglected when it comes to design. "There's very little out there that is good quality, aesthetically pleasing and built to last," he says. The *Biscuit* range is made up of "pieces with an identity in their own right - playful not childish; furniture that children can grow up with and live with as adults".

The collection includes tables, chairs, benches and trolleys, available in tastefully understated shades of blue and yellow, trendy orange, or neutral wood. One of Marriott's favourites is "Shortcake", a reversible bench that can become a boat, car or ship. "It reminds me of the benches in school gyms, which can be used for all kinds of different exercises," he says. "Ours is supplied with slots and broomsticks so you can turn it over and put up a mast to make a ship, or add wheels to make a car. But it's also a normal bench to sit on."

He also likes "Jammy Dodger", a pair of little step units that can be put together as a seat and desk, or used as chairs or steps. "Often, kids don't want to be told what they want," says Marriott. "These will be props to the child's own imagination."

But all this design brilliance comes at a price. Shortcake is the cheapest in the range at pounds 805, while Jammy Dodger is pounds 970. They are, says Marriott, an investment. "They will last a lifetime because they are sturdy and because their lifespan isn't dictated by the look of them - they will fit into an adult home." Other companies such as Purves & Purves (tiny copies of the classic Ant chair) and The Conran Shop (mini sofas and kiddies' garden furniture) have also started catering for the little people.

It is a trend not lost on canny property developers, who are concentrating on designs for family homes that are as child-friendly as possible. One company, Countryside, puts the youngsters' bedrooms on the second floor, underneath the roof, so that they have their own lofty domain. In some houses, Countryside will include a children's "Jack and Jill"

(London) September 17, 2000, Sunday

bathroom, accessible from the bedrooms on either side. There are also touches to make the house irresistible to the kids: wallpaper with clouds (accessorised with miniature planes or futuristic silvery themes) or bright, clear colours and a variety of carefully chosen toys.

"When you buy off-the-shelf for children, it's often Postman Pat or the Teletubbies, and yes, they like it," says Helen Moore, Countryside's sales and marketing director. "But children are aware of plenty of other things. We don't use characters; we don't need to. We pick themes children can talk about and relate to so it feels like their own space, and they can see how their room could be special and different. It's amazing how much they notice - how aware they are from a very young age and how young they develop their own preferences."

So, how will kids react to a sudden dose of interior style? How far can small children understand a concept of good taste that doesn't include the Teletubbies? Six-year-old Daniel isn't sure, and nor is his mother, Caroline Talbot. "Daniel is more interested in climbing on furniture, while my two-year-old, Anna, prefers to chew or crayon on it," she says. "Anna will chew anything. If she had a designer chair, she would simply dribble on it." Daniel's favourite piece of furniture is his own bed, the duvet for which he chose himself. What kind of bed is it? "It came from a shop," he says.

Melanie, aged eight, says that shopping for the home is far from her favourite activity. "When we go to IKEA, it takes a long time and you have to queue a lot. Mum and Dad get really fed up and I do too." Her favourite furniture store, she says, is a toy shop where she can buy things for her doll's house, which has a four-poster bed and a tiny loo that really flushes. It's just as well her desires are simple. "Melanie might develop expensive tastes, but we'll still be trekking to IKEA," says her mum, Kim. n

"Goldilocks and the Three Bears: a Tale Moderne" and "Arches to Zigzags: an Architecture ABC" are both published by Harry N Abrams. Contact Oreka Kids on 020 8884 3435 or www.orekakids.com; Purves & Purves on 020 7580 8223; and The Conran Shop on 020 7589 7401.

copycat

Designer clothes

The label icon of kiddie fashion is Brooklyn Beckham, who has been spotted in a Tommy Hilfiger jacket and Baby Caterpillar boots. This July, Gucci launched its first baby range, which includes a pounds 1,125 biker jacket in soft Italian leather.

Beauty products

Apparently, even baby-soft skin can do with some help these days. Trendy US cosmetics company Origins has opened a baby division at its New York spa, with products such as Diaper Service bottom balm and Bare Hugs baby massage cream. Every fashionable skin- and haircare company has now followed suit.

Organic food

The organic food boom has hit full swing, taking baby cuisine along with it. Miniscoff (stocked at Planet Organic; tel: 020 7727 2227) makes fresh, organic meals for children and toddlers, which can be popped in the oven or microwave. Baby Organix (tel: 0800 393511) has a selection of more than 50 organic ready-made recipes.

Now that marketers have realised the huge range of products that can be targeted at children - think designer clothes, hip accessories and even beauty products - interior design and architecture are next in line

LOAD-DATE: September 18, 2000

LANGUAGE: ENGLISH

'IT'S NICE, MUMMY, BUT IS IT EAMES?';CHILDREN BARELY OUT OF NAPPIES HAVE LONG BEEN ABLE TO DISCRIMINATE BETWEEN NIKE AND M&S, BUT NOW THE LABEL OBSESSION HAS EXTENDED TO INTERIOR DECOR. HESTER LACEY REPORTS ON THE POWER OF THE TODDLER POUND The Independent

GRAPHIC: Now that marketers have realised the huge range of products that can be targeted at children - think designer clothes, hip accessories and even beauty products - interior design and architecture are next in line

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San Jose Mercury News (California)

March 17, 2000 Friday MORNING FINAL EDITION

VANDERVEER AT HOME IN **NIKE'S** BRACKETVILLE

BYLINE: SHELDON SPENCER, Mercury News Staff Writer

SECTION: SPORTS; Pg. 6D

LENGTH: 394 words

Recently Tara VanDerveer took a one-day break from her routine as Stanford women's basketball coach to be a player on Madison Avenue.

Her acting stint can be seen in one of **Nike's** new "Bracketville" commercials, which started to air last month .

"I haven't seen the one I'm in," VanDerveer said. "I've heard it's pretty funny."

The commercials -- created by Portland advertising firm Weiden and Kennedy, and directed by Joe Pytko -- promote Bracketville, a fictional small town populated by college basketball icons. College mascots, including Stanford's Tree, frolic like kids in a front yard as retired coaches Dean Smith and John Thompson sit on a porch; the local drive-in plays the classic Duke-Kentucky regional final; shoes grow on trees picked by former Marquette coach Al McGuire.

In VanDerveer's commercial, she, Iowa State Coach Bill Fennelly and Rutgers Coach C. Vivian Stringer visit Bracketville Hardware. The store is staffed by former college stars Cynthia Cooper, Sheryl Swoopes and Chamique Holdsclaw.

In VanDerveer's scene, she studies a sign that reads "Beware of the Underdog" -- a reference to the Cardinal's early-round losses to Harvard and Maine the past two seasons.

But she shot another scene that did not make the final cut.

VanDerveer was supposed to take a pair of scissors from Holdsclaw. The scissors, labeled the Cutmaster 2000, are supposed to be used to sever the net to celebrate a championship.

The scene was shot several times with VanDerveer handling the scissors without saying a word. But Pytko wanted to give VanDerveer a speaking part.

"So (Holdsclaw) says something like, 'These are the scissors I use. These should work well,' " VanDerveer said. "I just have to say, 'Hope so.' But I blew my line."

Pytko looked at VanDerveer and said: "Stanford, do you need to study the script?"

The commercial was shot Jan. 20 at Fulkerson's Hardware in Somis, a small Southern California town near Camarillo. Filming occurred "the day before the Cal game (at Stanford). I was a little leery of it, but it worked out well because of the timing of it," VanDerveer said. "It was a fun change of pace."

VANDERVEER AT HOME IN NIKE'S BRACKETVILLE San Jose Mercury News (California) March 17, 2000
Friday MORNING FINAL EDITION

Said copywriter Ian Cohen, who collaborated with art director Matt Peterson on the ads: "(VanDerveer) was terrific. We had a blast with her. She's one of the more recognizable faces in women's sports."

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

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The Toronto Star

March 13, 2000, Monday, Edition 1

SHOESTRING SHOPPING GUIDE

SECTION: LIFE

LENGTH: 432 words

Hope you're enjoying the March break and the extra shopping time.

COOKSTOWN MANUFACTURER'S OUTLET MALL

We recently dropped into this mall to do some **Nike** shopping, and were delighted to see a number of new stores. In addition to the established Black & Decker, **Nike**, Reebok, North Face and Jones New York, the mall now offers:

Cadbury Factory Store, with a full line of products with branded merchandise, lots of chocolate and gift baskets. Call (705) 458-4666.

Mattel Factory Outlet, with brand names and products including Fisher-Price, Tyco, Barbie, Hot Wheels. Inventory includes new, excess, obsolete and damaged products at great savings. Call (705) 458-4144.

Time Factor by Timex, offering 35 to 50 per cent off the suggested retail price on Ironman Triathlon, Expedition, Guess, Liz Claiborne, Timberland, Disney and Nautica brand watches. Call (705) 458-7064.

Baby's Room Warehouse, with cribs, furniture, bedding and accessories for the baby's room. Call (705) 458-8050.

The mall's March Break Sidewalk Event includes special events and savings.

LOCATION: Hwy 400 north to Hwy 89 and look for the water tower. Call (705) 458-1371. Web site: www.cookstownoutletmall.net.
Wheelchair-accessible.

HOURS: Weekdays 10 a.m. to 9 p.m.; weekends and holidays 9 a.m. to 6 p.m.

VENTURE SUPERSTORE BANKRUPTCY SALE

The Loot Bag Express division remains open, but the rest of this toy store is bankrupt. Everything is 60 per cent off, including brand name toys and kid's running shoes featuring Brooks and LA Gear.

LOCATION: 145 West Beaver Creek Rd. (Highway 7 and Leslie St.), Unit 2, Richmond Hill. Call (905) 709-4370.

HOURS: Monday to Friday 10 a.m. to 6 p.m., Thursday 10 a.m. to 7 p.m., Saturday 10 a.m. to 5 p.m., Sunday noon to 5 p.m.

MR. B's SPRING BREAK SALE

Lots of great products and accessories at this sale, which runs periodically throughout the year, including Sassoon, L'Oreal, Sally Hansen and Vitabath cosmetic and bath products as well as active/workout wear at up to 70 per cent off. Some clothing and toys as well - in short, a little of everything.

LOCATION: 1590 Matheson Blvd. E., Unit 16 (north of Eglinton Ave., east of Dixie Rd.). Enter at rear. Call (905) 629-1500.

HOURS: March 15 to 25, Monday to Friday 11 a.m. to 8 p.m., Saturday and Sunday 10 a.m. to 4 p.m.

Compiled by Cathie Mostowyk, Sharon Allan and Linda Sherman. Visit our Web site at www.toronto.com/shoestring, send e-mail to sallan@georgian.net or fax us your favourite finds at (416) 236-4781.

LOAD-DATE: March 13, 2000

LANGUAGE: English

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The Weekend Australian

October 7, 2000, Saturday

THE GOODS

BYLINE: Sascha Hutchinson**SECTION:** FEATURES; Pg. 002**LENGTH:** 376 words

HERE's a challenge that would stump any Olympic athlete and confound any Olympic reporter: use the words "torsion", "exigence" and "adiprene" in one sentence. Adidas has fitted them all on a single sneaker.

Torsion is the act of twisting, exigence (the name of the shoe) means urgency, and adiprene is unbeknown to my dictionary and presumably the invention of an Adidas marketing genius, possibly meaning "very expensive but extremely comfortable". Torsion footwear was trendy in the early 90s and these men's running shoes are the sort which could be worn out with classy jeans to illustrate that athleticism and aestheticism need not be mutually exclusive. They're blokes' shoes, but this female reviewer would have no qualms in wearing them.

They've got an easy fit which induces that bouncy sensation, making even a bum like me feel there's hope for my fitness. But frankly, I think "exigence" is a tad overdone.

When I lace up these lightweight (390g) joggers, I feel more inclined to swan around the house marvelling at my taste and their comfort than to toil and sweat in an exigent or urgent manner. But that probably says more about my attitude than the shoe ... and anyway, you can't call a shoe "Sloth".

Sophie Morris

THE first thing to notice about the **Nike** Air Presto is the weight of the box. With a dynamic stretch mesh outer and a heel full of air, the shoes weigh practically nothing.

Described by **Nike** as "T-shirts for your feet" the **Nike** Air Presto is an ultra-comfortable alternative to a traditional running shoe, perfect for a quick jog around the block and funky enough to wear with jeans.

The unisex shoe is surprisingly simple in design, more like a sock with a sole than a shoe, and more like slippers in terms of comfort. Being so flexible and lightweight, the only drawback is the lack of ankle support, making them less suitable for sports such as tennis or netball.

However, they are a comfortable, practical, lightweight sneaker that can be worn to the gym or as a fashion item.

The **Nike** Presto comes in only five sizes from XS (men's size 4-6) to XL (men's size 13-15), but its glove-like, elastic fit and highly adjustable lacing mechanism means that five sizes will fit the bulk of the population.

LOAD-DATE: December 3, 2001**LANGUAGE:** ENGLISH

JOURNAL-CODE: AUS

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October 7, 2000, Saturday

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LOAD-DATE: March 1, 2002**LANGUAGE:** ENGLISH

JOURNAL-CODE: AUS

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The Globe and Mail (Canada)

November 3, 2000 Friday

Competition heats up as suppliers become retailers

BYLINE: MARINA STRAUSS

SECTION: REPORT ON BUSINESS: MANAGING; RETAILING; Pg. M1

LENGTH: 920 words

DATELINE: TORONTO

When John Forzani set out to buy a television set this year, he avoided going to a Sony-owned store.

As a retailer himself, he doesn't favour suppliers that set up their own shops.

So Mr. Forzani, chairman of sporting-goods chain Forzani Group Ltd. in Calgary, instead bought a \$3,500, 30-inch-screen Sony television at Sounds Around, a local consumer electronics store that carries a lot of the brand.

"I'm fundamentally opposed to manufacturers being in the retail business," Mr. Forzani says.

"It's a conflict . . . It makes it extremely difficult to compete with them."

Such views haven't stopped **Sony of Canada Ltd.** from forging ahead with 72 stores across the country. It's a unique situation for the company worldwide, which has few corporate-owned outlets elsewhere.

On Saturday, Sony opened its flagship store at Toronto Eaton Centre, a sleek, brightly lit haven for gadget-seekers with lots of televisions, stereo sets and PlayStations blaring as interactivity reaches a new level in retail.

Still, the transformation of supplier into retailer is a delicate issue for many merchants because these manufacturers' stores snag precious sales. Sporting goods maker **Nike** Inc. is among the high-profile names that also run their own stores.

The issue is heating up as more manufacturers, Sony and **Nike** among them, have set up Web sites and started to peddle their products on-line directly to consumers, bypassing the retailer.

Still, Sony officials maintain they have found a balance between running their retail business and appeasing rival dealers.

"We're not about stealing market share from our dealers," says Blair Severn, national marketing manager at Toronto-based Sony. The stores are a showcase for the brand and, in most cases, shoppers compare prices elsewhere before making a purchase, he says.

What is more, Sony stores don't undercut dealers' prices and give their employees incentives not to discount, he says.

Retailers' resistance to the Sony stores has eased since the company took full control of the chain five years ago, he says.

Indeed, dealers seem resigned to competing head-on with Sony.

"I don't like it, but we've learned to deal with it," says Tony Scaffeo, general manager of Sounds Around Inc., which has four stores in Calgary - all of them within blocks of a Sony outlet.

On the other hand, Mr. Scaffeo acknowledges that competition is so fierce in consumer electronics that "if it wasn't Sony, it would be somebody else . . . Maybe they're better than somebody else."

Future Shop Ltd. also prefers to tangle with the devil it knows, spokeswoman Lori De Cou says. The 88-outlet chain even sees a silver lining in the Sony retail presence: the supplier displays its products so well that it becomes a kind of advertisement for the goods, she says.

The polished look of the Sony stores - especially newer ones such as at Toronto Eaton Centre - has pushed Future Shop to sharpen its own outlets, she adds.

Shoppers at the new Toronto Sony store seem clearly impressed, although most are checking out the competition, too.

John Stokes, 23, drops by the store every morning to play a half-hour of games on the hot new PlayStation II before heading to his construction job.

"I waste my time here," he laughs as he presses buttons to manipulate the NHL 2001 players on the screen. He's thinking of buying the console (\$450) and a game (\$80) as a Christmas present for his five- and three-year-old children, but hasn't made any commitments yet.

Leslie Vineberg, a chef at Splendido restaurant, looked at Future Shop and the Bay before shelling out for two \$150 speakers at Sony - after having convinced the store to drop the 7-per-cent goods and services tax. "It's like buying a car - you always ask for something. I'm sure I could have bargained more."

She liked the presentation at the Sony store and the fact that the products were set up so she could listen to them. "You have to have it accessible to everybody so you can catch them before they have time to walk out of the store," the 47-year-old says.

The story behind Sony stores in Canada dates back more than 40 years, when Winnipeg businessman Albert Cohen became the first foreign retailer to be granted a distribution deal with electronics giant Sony Corp. to sell transistor radios. In 1981, Sony stores were created when the manufacturer bought an interest in the failing dealer chain.

Still, Sony stores lost money every year until 1999, Mr. Severn says. The turnaround was helped by consumers' rush over past years to by the latest home electronics toys. As well, since Sony took over the outlets in 1995, it has hired retailing and marketing veterans to pitch the brand in the same way Gap sells its fashion label, Mr. Severn says.

Stores are being relocated to more fashionable malls and revamped to blend the entertainment side of the Sony empire with the technical side. Consumers can't miss the large posters of Ricky Martin and other Sony stars; they can try out cameras and other gadgets or take a break in the darkened home theatre at the back with large-screen TV sets. Research found that consumers felt "trapped" in small glassed-in trial centres with just one television, Mr. Severn says.

This week, Sony is trying to lure even more people to the stores by mailing \$10 gift certificates to its best 60,000 customers. Of those certificates, 21 have values of up to \$10,000. The promotion won't make life any easier for rival dealers.

*Readers can send e-mail to:
mstrauss@globeandmail.ca*

Competition heats up as suppliers become retailers The Globe and Mail (Canada) November 3, 2000 Friday

LOAD-DATE: September 20, 2006

LANGUAGE: ENGLISH

PUBLICATION-TYPE: Newspaper

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The Gazette (Montreal, Quebec)

Bauer **Nike slashes: With closing of head office, hockey-equipment maker has shrunk from employer of 2,200 in 1994 to 850 today**

BYLINE: FRANCOIS SHALOM**SOURCE:** The Gazette**SECTION:** BUSINESS, Pg. D1 / BREAK**LENGTH:** 769 words

Bauer **Nike** Hockey Inc. has slashed 900 jobs at its Saint-Jerome plant over the last four years and will close its Montreal head office in the spring with the loss of 10 jobs, company president Gary Kiedaisch said yesterday.

The skate and hockey-equipment manufacturer, owned by footwear giant **Nike** Inc., has already halved the number of its Decarie Blvd. office employees to 30 in the last year, said Kiedaisch in a telephone interview from Munich, where he's on a business trip.

Recent developments have not been kind to Montreal as an "oligopoly" in the global hockey-equipment-manufacturing industry, of which it controls about two-thirds.

Last week, it was disclosed that the Caisse de Depot et Placement du Quebec appears to have called in a \$ 136-million loan to Bauer **Nike's** chief rival, The Hockey Co., revoking a previously agreed-to extension on the loan.

The company now has to find another lender, or renegotiate its Caisse loan, even as its sales are dipping and the hockey boom in the U.S. abates.

The two Montreal companies have cornered an estimated 62 per cent of the world's \$675-million-a-year hockey-equipment market.

Of the remaining 30 Bauer **Nike** head-office employees, about 20 will transfer to the company's manufacturing plant in Saint-Jerome, and the remaining 10 will start work at **Nike's** distribution centre in Greenland, N.H. The company's Saint-Jerome factory still employs 300 people, who make the company's high-end Bauer and **Nike** skates.

In-Line Skating Fad Fades

But a drastic drop in the in-line skating fad's growth rate and outsourcing to Asia, where Oregon-based **Nike** makes almost all its shoes, have claimed about three-quarters of its former work force of 1,200. In addition, Bauer **Nike** axed its skate-plant in Cambridge, Ont., in 1997 at the cost of 400 jobs.

Of the 2,200 people employed by Canstar Sports Inc. in 1994, when **Nike** bought the Montreal company for \$546 million, there are about 850 left.

Most of the cuts came under Pierre Boivin, president of Canstar before being named president of the Montreal Canadiens hockey team in August 1999.

Bauer Nike slashes: With closing of head office, hockey-equipment maker has shrunk from employer of 2,200 in 1994 to 850 today The Gazette (Montreal, Quebec) December 20, 2000 Wednesday

Kiedaisch took over from Boivin a year ago. The Boston native was previously president of Bolle Inc., a family-owned French eyewear company which he took public.

Nike's purchase price for Canstar represented a \$ 205-million premium - about \$10 per share - over the company's going price in December 1994. Most observers said at the time that **Nike** had heavily overpaid for the company, which had annual sales of over \$200 million.

Two years later, in December 1996, **Nike** president Tom Clarke sounded an alert during an otherwise upbeat teleconference call, saying the multinational's Canadian subsidiary needed to be "repositioned."

Asked specifically by The Gazette whether that meant Bauer **Nike** was "going Asian" like its parent company, Boivin replied with a qualified "no."

He said that "repositioning" meant juggling the company's products, stressing that there would be "no major transfer" of production to Asia.

And, he added, "the bottom line is that there are no plans for layoffs."

But market imperatives - essentially low wages in China compared with high production costs in Saint-Jerome - seem to have won out.

Kiedaisch said "that's one of the challenges you have at a company like this, you can't always forecast what business is going to be like down the road."

He added that the head-office cuts were announced in the trade press on Oct. 29, and that "further explanations" were given to employees three weeks ago.

Kiedaisch said there's "no chance" Saint-Jerome will shutter, and added there are no more layoffs planned. The plant will keep making top-end skates, as well as hockey helmets.

"Bauer is a hockey company, and hockey is so Canadian," he said. "It's very, very important we maintain a Canadian culture, a Canadian presence."

The Bauer **Nike** offices at the Ericsson cell-phone company's building on Decarie, where Bauer moved to under his predecessor, "are really quite beautiful, pretty upscale," said Kiedaisch.

"I felt a little bit isolated, removed from our operation's facilities."

The restructuring is intended to place executives close to the heart of the operations they manage, he added, rather than have them cut off in splendid isolation, "coming down the mountain like God."

"You missed the face-to-face dynamics which make a company run," added Kiedaisch. "There will no longer be a headquarters, per se."

Some head-office personnel will move to their new location on April 15, others on June 20.

LOAD-DATE: December 20, 2000

LANGUAGE: ENGLISH

TYPE: Business

Bauer Nike slashes: With closing of head office, hockey-equipment maker has shrunk from employer of 2,200 in 1994 to 850 today The Gazette (Montreal, Quebec) December 20, 2000 Wednesday

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The Straits Times (Singapore)

Now, it's "business class' travel for illegals alien smuggling"

January 6, 2000

ILLEGAL CHINESE IMMIGRANTS

Cargo "class": US\$ 30,000 Container "class": US\$ 60,000

US officials who detained recent illegal immigrants say they come dressed in **Nike** tennis shoes and some had mobile phones and compact disc players

LOS ANGELES -Illegal immigrants being smuggled aboard container ships tend to be better dressed and seem to enjoy better living conditions during their voyage than those brought on traditional cargo ships, according to US officials.

Officials who have seen both types of smuggling said the containers bearing illegal immigrants tended to be more sanitary, with makeshift latrines and had better provisions, such as bedding and pillows.

Old-style smuggling ships used to pack about 200 people together, while each container usually carries fewer than 25.

Those immigrants detained recently were also better dressed, wearing like **Nike** tennis shoes. Some had mobile phones and compact disc players.

US officials, however, could not say whether this meant they were more well-to-do or that they had been provided with items like proper clothing to blend in better when they finally go on to the street.

Smugglers charge as much as US\$ 60,000 (S\$ 100,000) per person for container space, about twice the fee charged for those who come on smuggling boats, according to US authorities.

The exorbitant fee, however, does not guarantee a pleasant journey in a container. For some, it remains a daunting journey.

They may have started their voyage with blankets, pillows and supplies of food and water, but by the time they arrive in the US, conditions had deteriorated to what the South China Morning Post newspaper, quoting US coast guard officials, described as "unbearable".

A group of immigrants detained off Long Beach, California, on Sunday left a container smeared with excrement and vomit. Officials said they had been at sea for 20 days.

Officials have also been examining container smuggling since early last year.

"It seems to be a troubling new trend," said Ms Sharon Gavin, a spokesman for the Immigration and Naturalisation Service (INS). "We're concerned that this may increase," she added.

In recent cases, soft-top containers about the size of a tractor-trailer were used to carry Chinese stowaways who paid as much as US\$ 70,000 each, more than twice the amount charged by people operating ships devoted to smuggling.

A cargo ship can carry as many as 1,000 of these containers, which can make it difficult to detect stowaways. The

smugglers also often lash down heavy canvas covers on the containers.

There was no evidence that the ship owners were involved in the smuggling operation but Ms Virginia Kice, another INS spokesman, said federal officials were looking into making shipping companies more responsible for the illegal immigrants by holding them liable for some of the costs of detention.

While the federal authorities said they would increase enforcement efforts to combat container smuggling, Ms Kice said the smugglers' change in approach was an indication that other enforcement efforts had been effective.

SECTION: Pg. 12

LENGTH: 518 words

LOAD-DATE: January 6, 2000

LANGUAGE: ENGLISH

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Calgary Herald (Alberta, Canada)

May 10, 2000, Wednesday, FINAL

Cochrane company takes off on right foot: Tiny business to sign big deal with Nike

BYLINE: Tamara Gignac, Calgary Herald

SECTION: News; A1 / FRONT

LENGTH: 538 words

A start-up company operating out of a residential-area garage in Cochrane is today expected to sign a multimillion-dollar deal with **Nike** to supply foot sensors for the sports company's line of running shoes.

Dynastream Innovations Inc. has patented a wireless foot sensor unit which, when mounted on a shoe, can communicate with a specially designed wristwatch to calculate a runner's speed and distance travelled.

The technology is intended to appeal to serious-minded athletes who until now have used clunky pedometers to gauge how far they've jogged, says Kip Fyfe, Dynastream's chief executive.

With the new foot sensor, designed to fit over the shoe's lacing box, runners will be able to vary their routes, pace and stride length.

The sensor is actually a series of battery-operated computer chips mounted on a circuit board, very similar to the type of technology used to inflate air bags in vehicles.

The concept was born out of a casual conversation between Fyfe's brother, Ken, a mechanical engineer at the University of Alberta, and Ken's wife, a seasoned marathon runner.

Ken was wracking his brain for a project to give his students when his spouse suggested he invent a better way for runners to train. He passed the idea on to his brother, who in December 1998 formed a new company to get a patent to market quickly.

With a total of eight employees and little capital to back their venture, Dynastream now faced the challenge of shopping their idea around to different sports equipment manufacturers.

With no office, the company met top **Nike** executives around Vicki Brilz's kitchen table.

"There were times we were ready to let the whole idea go away," said Brilz, Dynastream's vice-president of marketing. "But then we'd just pick up the pieces and start again."

The fledgling company's persistence paid off. Under the terms of the deal, it retains ownership of the patent while **Nike** handles all manufacturing and sales development issues. **Nike** expects to release the product in volume, although neither company could confirm numbers at this early stage.

"Initial orders look pretty good," said Fyfe.

Cochrane company takes off on right foot: Tiny business to sign big deal with Nike Calgary Herald (Alberta, Canada)
May 10, 2000, Wednesday, FINAL

The foot sensor and watch are expected to retail for about \$200, and will hit stores in time for the Christmas retail season, said Brilz.

Dynastream's technology shows a lot of promise, said Ken Smiley, a senior analyst with the Giga Information Group, but is likely to be relegated to a niche market. "I think (the shoes) will stay a kind of a novelty item, unless they become a status symbol within society as the Michael Jordan **Nike** shoes did at one point."

But foot sensors also offer **Nike** a way to differentiate itself from competitors Reebok and Adidas, added Smiley.

Sensor-based electronic devices have been slow to take off because processors are typically too costly to be manufactured in volume for small consumer applications. But as battery life gets better and the silicon used in processors gets cheaper, many believe products like Dynastream's will revolutionize the way people live their lives.

Dynastream said it will now focus on promoting its technology for use in markets such as video gaming, smart prosthetics, mapping and security.

LOAD-DATE: May 10, 2000

LANGUAGE: ENGLISH

GRAPHIC: CP Color Photo: Grant Black, Calgary Herald / This new device invented by a Cochrane firm keeps track of how far a runner has travelled.

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The Times (London)

September 29, 2000, Friday

The Test

BYLINE: James Collard

SECTION: Features

LENGTH: 429 words

Public Image

Red shirts and white shorts, stupid. Where have you been? But the kit is in the news once more - not for another heroic victory by the sterling team who wear it, but because Manchester United have just signed a deal with the American sportswear company **Nike**. 9/10

Intelligence

Commercial savvy, certainly. The deal will net the club about Pounds 300 million, which is a load of lucre by anyone's standards. And it adds up to what football commentators call a big war chest - enough money to keep the club well stocked with fresh new talent - assuming that those meddlesome regulators in Brussels don't succeed in abolishing the transfer fee system. 9/10

Compassion

Not enough to get in the way of good business sense. For what's good news for Manchester United's shareholders is not good news for Umbro, the Manchester-based sportswear company that has manufactured United's kits for the past eight years. The Women's Institute might want us all to Buy Local, Buy British, but that cuts no ice at Old Trafford. 6/10

Sex appeal

In Umbro, in **Nike** or in a Gucci suit off the field, there is no shortage of eye-candy at Man Utd. David Beckham would look good in a grass skirt. But perhaps the new **Nike** design (making its debut at the start of the 2002/3 season) could go for short, tight little shorts (not unlike hotpants) a la Seventies. It is such a shame for these boys to be hiding their lights under a bushell. 9/10

Humour

It is no laughing matter. Not if you are Umbro, surely. They must be rueing the day. 4/10

Family Values

Fairly expensive. Right now the "home infant kit" that your son demands every birthday will set you back the best part of 30 quid, and it is hardly likely to get any cheaper, is it? 7/10

Antecedents

The previous record deal for a football kit was for Brazil's national team, which was \$ 100 million over a ten-year period. The Manchester United deal is worth three times more. 9/10

Durability

Even if Man Utd has a disappointing few seasons (hard to imagine, true, but think of Liverpool, just down the road - stars in the Keegan years, but slightly lacklustre until recently) the deal is for 15 years. Smart move, that. 9/10

Ambition

Loads of it. Clearly this is all about securing the club's long-term financial security and super-club status. 9/10

Future prospects

The team seems stronger than ever - glamorous, successful, stylish - with a truly global following. Expect more amazing merchandising deals. Oh, and let's hope more goals. 9/10

Score

80%

LOAD-DATE: September 29, 2000

LANGUAGE: ENGLISH

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The Sunday Telegraph (Sydney, Australia)

November 5, 2000, Sunday

United just do it

SECTION: SPORT; Pg. 87

LENGTH: 180 words

MANCHESTER United, the world's richest soccer club, reported yesterday they had signed a sponsorship and merchandising deal with **Nike** worth more than \$827 million.

United, who have won the English league title six times in the last eight years and were European champions in 1999, said they would grant exclusive rights to sponsor their gear, manufacture and sell merchandise and operate Manchester United's existing retail operations.

The agreement starts on August 1, 2002, when the club's current sponsorship contract with Umbro expires and will run for 13 years, although **Nike** will have the option to end the deal in 2008.

Meanwhile, Alex Ferguson said his current deputy Steve McClaren was ready to take over as coach of Manchester United when the Scot steps down in 2002.

"It's not my decision but I think that the credentials are there. Steve's at the stage when he can make a step like that," Ferguson said.

McClaren, appointed last week as England's joint caretaker manager was put in charge for United's 3-0 League Cup victory against Watford.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: STE

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The Daily Telegraph (Sydney, Australia)

September 6, 2000, Wednesday

Carl back on podium

SECTION: LOCAL; Pg. 22

LENGTH: 63 words

NINE-time gold medallist Carl Lewis will be a guest at the Sydney Olympics, courtesy of two big sponsors.

He is being flown to Sydney by **Nike** and McDonalds to speak at corporate functions and appear for photo calls.

Sportswear giant **Nike** is also negotiating with triple gold medallist Jackie Joyner-Kersey, star of the long jump and heptathlon, to attend the Games.

LOAD-DATE: December 3, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: DTM

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The Independent (London)

September 6, 2000, Wednesday

FOOTBALL: FERGUSON CONSIDERING ROVING ROLE WITH **NIKE**

BYLINE: Alan Nixon

SECTION: SPORT; Pg. 24

LENGTH: 328 words

ALEX FERGUSON may turn his back on Manchester United when his contract expires in two years' time and join forces with the sportswear manufacturer **Nike**, which is head-hunting him to become its football ambassador.

Ferguson did not confirm the **Nike** approach but he said: "I've got a lot of offers already. One offer I've got is really staggering. It would be a four -year contract for a huge amount of money and would involve a lot of travelling."

Leicester City will meet Uefa officials in Geneva today to discuss their growing safety fears for the European tie away to Red Star Belgrade on 28 September.

The Foreign Office has advised Leicester not to travel because of political unrest in Yugoslavia, but Uefa, European game's governing body, has insisted that the game will go ahead as planned.

The Foreign Office fears a breakdown in public order taking place if Slobodan Milosevic loses power over the country in the imminent general election.

Leeds United plan to take 500 fans to next month's Champions' League game against Besiktas in Istanbul, but the club's chairman, Peter Ridsdale, has insisted any English fans travelling independently should be sent home. Ridsdale has agreed to let 500 Turkish supporters attend the Elland Road leg.

Crystal Palace and Nottingham Forest have been charged with misconduct by the FA. Both clubs have been charged the fracas on the pitch after Palace were awarded a late penalty in their First Division match at Selhurst Park on Bank Holiday Monday.

Better news for Palace was the acquisition of the Latvian international goalkeeper Aleksander Kolinka for pounds 600,000 from Skonto Riga. Kolinka has been training with Alan Smith's side and played in the World Cup qualifying match against Scotland last weekend. His Latvia team-mate, Igor Stepanovs, a central defender, joined Arsenal earlier this week.

The West Ham striker Paul Kitson is set to join First Division Birmingham City.

LOAD-DATE: September 6, 2000

LANGUAGE: ENGLISH

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San Jose Mercury News (California)

April 14, 2000 Friday MORNING FINAL EDITION

IN OTHER NEWS

BYLINE: Mercury News Wire Services

SECTION: FRONT; Pg. 2A

LENGTH: 176 words

* Legendary rock and roll star Bo Diddley has sued sneaker giant **Nike** Inc. for using his name and image without permission.

The 71-year-old musician, whose real name is Ellas McDaniel, filed charges Wednesday in Manhattan, N.Y., alleging **Nike** made hundreds of thousands of dollars from sales of T-shirts bearing Diddley's name, likeness and the inscription "You Don't Know Diddley" without authorization.

* Francis Ford Coppola's lawsuit against the late Carl Sagan and Warner Bros. for a share of "Contact" book and movie profits was dismissed because it was filed too late.

The 1996 lawsuit claimed that Coppola came up with the idea in 1975 for a TV program called "First Contact," about Earth's connection with extraterrestrials, and that he had a contract with Sagan to develop a script.

* "We asked her what a girl really wants. Unfortunately, it wasn't any of us," said Howie Dorough of the Backstreet Boys, introducing "What a Girl Wants" chart-buster Christina Aguilera at Monday night's taping of VH1's "Divas: Men Strike Back."

LOAD-DATE: January 29, 2002

LANGUAGE: ENGLISH

NOTES: People in the News

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The Toronto Star

January 7, 2000, Friday, Edition 1

SECTION: BUSINESS

LENGTH: 162 words

Today

in Business

embraces the Web The World Bank says it plans to sell a \$3 billion (U.S.) global bond offering over the Internet. Page E2

Nike recalls

soccer shirts Soccer jerseys sold in Europe by **Nike** Inc. being recalled after a report they contain a chemical that can lead to infertility. Page E5

Commentary

of DRIPS and SPPs If you're tired of paying commissions to brokers there are a couple of ways to buy stocks by dealing directly with the issuing company, writes Ellen Roseman. Page E2

A Web site with

customer service On-line retailers could learn a lot from Quixtar Canada Ltd., which rounds out its Web site with real live customer service people, writes Robert Cribb. Page E3

Technology

from Web names Like prospectors in a gold rush, entrepreneurs are digging into the dictionary for dot-com nuggets as the Internet domain names business becomes a fast way to a fortune. Page E5

LOAD-DATE: January 7, 2000

LANGUAGE: English

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Hobart Mercury (Australia)

August 5, 2000, Saturday

A tiger in the bank; \$6 billion man

BYLINE: MICHAEL CAMERON

SECTION: WEEKEND; Pg. 37

LENGTH: 1547 words

THE television commercial that made golf cool almost never happened.

It was in June last year when Tiger Woods was asked to make an ad for **Nike** at a private course in Florida.

In between takes on the fairway, the golfer amused himself and entertained the film crew by nonchalantly bouncing a golf ball off a sand wedge.

The producers of the commercial were amazed at the feat and the original script was discarded.

A few months later TV viewers worldwide were marveling at the sight of Woods juggling a ball on a narrow club head while moving the club behind his back and in between his legs.

As a finale, he effortlessly chipped the ball up to chest height and hammered it down a fairway.

Even those who had never visited a golf course could not help but be impressed by the dexterity and skill of Eldrick "Tiger" Woods. An icon was born.

Since that time, he has won both the United States and British Opens and completed the game's grand slam, transforming himself from golfing celebrity to one-man golfing industry.

He has become the most influential figure in world sports, an inspiration to millions, the new Mohammed Ali, the new Michael Jordan.

Over the next years and decades, Woods' earning power will dwarf all those before him.

Last month ESPN Magazine projected that Woods' lifetime earnings, including prize money and sponsorships, could reach \$US6 billion, with three-quarters of the money supposedly coming from product endorsements.

If Woods is the master of the art of golf, then **Nike** founder Phil Knight is the genius of the science of sports marketing.

The sportswear company, based in Portland, Oregon, decided to give Tiger a \$US40 million five-year-contract, just on the

strength of his early performances after he turned professional.

A tiger in the bank;\$6 billion man Hobart Mercury (Australia) August 5, 2000, Saturday

Many industry observers thought **Nike** was insane to offer him such a deal. At the time, golf accounted for only 2% of the company's sales and Woods was far from a star.

Even after he won the US Masters in 1997, the Tiger Woods phenomenon was still not a sure thing. A range of colourful clothing released at the time, carrying Tiger's moniker, failed dismally.

Traditional golfers were not prepared to don Tiger's radical designs. The black kids of Detroit were not about to swap their Jordan air shoes and basketball shorts for golf slacks. **Nike** was struggling to get a foothold in the golf merchandise market. There had to be another way. There was.

At the end of last year, **Nike** began a new campaign, targeting Woods' golf products toward a high-end customer. It was a big success.

Nike's golf business grew from an estimated \$US200 million two years ago to \$US300 million this year. The company also developed its own golf ball. Woods switched to using the **Nike** golf ball in June and shortly after won the US Open by a record margin.

Until then **Nike** had enjoyed little success in its attempts to break into the golf ball market, controlling just 1% of the \$US1 billion business.

Now the company predicts a 10% share within a couple of years, won at the expense of **Nike's** competitors. It is also selling Tiger Woods golf shirts, clubs and carry bags as fast as it can have them made.

Just to ease the burden of any guilt the young golfer may feel over switching from using Titleist balls, **Nike** has increased his five-year contract from \$US40 million to \$US90 million.

He also has deals with American Express, Rolex, Buick cars, Wheaties cereal and Electronic Arts, which makes a golfing video game with the Tiger image.

Woods' career income from tournaments -- \$US20 million, including \$US5 million this year so far -- is starting to look paltry.

Nike clearly considers its money well spent and with justification. The company's share price, once in the doldrums, is close to \$50 on the New York stock market, with a \$10 rise since Woods' recent victories. The Woods effect, on paper at least, has added more than \$2 billion to the value of the company.

Little wonder that Mark McCormack, the chairman of the International Marketing Group, says Woods was a pioneer in professional sport "in the spirit of Bill Gates".

Before his victories in the US and British Opens, Tiger Woods' father Earl estimated he could be earning \$1.5m per weekend for sponsored appearances.

But Woods has shown repeatedly that money is not his top priority. He refused to take part in US television advertisements recently out of solidarity with an actors' strike. He devotes much of his free time to the Tiger Woods Foundation, touring at his own expense holding golf clinics for young, often disadvantaged children.

He has not yet turned 25 and Woods appears to have done the impossible -- making golf cool to young people. In the process he has broken down the sport's crusty image as a pursuit for red-faced middle-aged white men, wearing bad clothes and struggling with expanding waistlines.

After the victory in last month's US Open, the president of the NBC Sports television company, Dick Ebersol, said Woods had completed the last step in a process to join Ali and Jordan as "the only athletes in the TV generation to be larger than life".

A tiger in the bank;\$6 billion man Hobart Mercury (Australia) August 5, 2000, Saturday

The British Open victory, making Woods the youngest holder of all four major golf championships, only added to his status.

"Tiger has no opposition, only a field," wrote George Vecsey in The New York Times. "Ali had Frazier. Navratilova had Evert . . . Tiger has only himself and his caddie and his touch and his inner light, but that is enough."

A generation of Tiger Woods disciples, young urbanites (particularly from minorities) and increasing numbers of women, are coming to the game for the first time. Even fashion companies such as Gucci, Prada and Tommy Hilfiger -- which once regarded golf as anti-fashion -- are jumping on the bandwagon.

Michael Caruso, editor in chief of Maximum Golf, a new monthly magazine, says Woods' appeal is universal.

"As golf has gotten younger, with the advent of Tiger Woods, it has also gotten sexier," he said. "For the first time, 57% of players are under 40. Younger men don't have the gender barriers that older guys have, the ones who are usually playing to escape their wives. There's a lot more flirting out on the course. People are finding golf sexy." Jordan, Pele, Ali and Tiger Woods are among only a handful of

athletes who would be instantly recognised anywhere in the world.

Woods is eager not to over-saturate the market. He says he is content with what he has got.

"I don't get the feeling Tiger or his management team wants or needs more endorsements," said Rick Burton, chairman of the James Warsaw Sports Marketing Center at the University of Oregon. "He could have 20 or 30 sponsorships by now but they would blur together."

The rise of Tiger Woods the businessman has followed his new-found confidence on and off the course.

This new spirit is put down to his girlfriend, the shy Joanna Jagoda, 22-year-old daughter of a Polish immigrant.

The couple live together at his palatial \$5 million estate in Orlando, Florida, where they shun nightclubs and wild parties, preferring to enjoy the company of friends.

Jagoda's new home with Woods is a long way from her modest upbringing in the run-down fringes of the unfashionable Los Angeles suburb of Encino.

In high school, with her sun-streaked blond hair, long legs and movie-star smile, she was a cheerleader. She went on to the University of California, Santa Barbara, to study political science.

She met Woods on a blind date three years ago, organised by one of her college friends. She knew nothing about golf, let alone the increasing popularity of her date.

The relationship grew slowly. Between tournaments, Woods' limousine was often seen outside her parent's two-bedroom home in LA.

Joanna had planned to go to law school when she decided instead to throw in her lot with the Stanford University-educated Woods and follow him around the world.

Friends said Woods' recovery from his post-Masters slump was largely due to Jagoda.

"Tiger made a 180 turn-around with his life," a friend said. "Gone were the wild nights in glitzy discos, dancing with sexy bar bimbos until the wee hours. He realised the bar scene only brought him groupies and gold diggers and quickly tired of it."

A tiger in the bank;\$6 billion man Hobart Mercury (Australia) August 5, 2000, Saturday

Like her famous boyfriend, Jagoda shuns casual contact with strangers, particularly those from the press. There are more photographs of Woods hugging and kissing trophies than of him showing her affection. When together in public, they are surrounded by bodyguards. There have been reports of death threats over their inter-racial romance. (He calls himself "Calibasian," a mix of Caucasian, African-American, American-Indian and Asian.)

Woods says he warned Jagoda about the media.

"Unfortunately, it is an intrusion in our lives and it's very tough to handle at times, especially since she didn't cause any of it," he said. "I'm in the spotlight and they're trying to get to me through her."

While the couple are inseparable, rumours of an engagement infuriated Woods earlier this year. He does not want to rush in to marriage.

"It's not true," he said. "I'm here to tell you that right now. Let's put an end to this crap."

LOAD-DATE: November 30, 2001

LANGUAGE: ENGLISH

JOURNAL-CODE: MER

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Morning Star (Wilmington, NC)

June 9, 2000, Friday

Film clips / 'Summer Catch' is a wrap; SAG strikes again: Union protests Nike shoot

BYLINE: ALLISON BALLARD

SECTION: Lifestyle; Pg. 1D

LENGTH: 620 words

The local chapter of the Screen Actors Guild picketed a production at Screen Gems Studios this week. The members said the action was to protest a Weiden & Kennedy shoot for Nike. Studio representatives said only that the shoot was not a commercial.

"The SAG issue is a national issue," said Gerald Waller, vice president of studio operations. "We strongly support the First Amendment. At the same time, we're business as usual. We support SAG and we support our clients."

The picketing on Monday, Tuesday and Wednesday didn't disrupt the production.

"This was just to let them know we know they were there," said Patti Pocsik, Carolina Regional representative for the union.

SAG and the American Federation of Television and Radio Artists began a strike May 1 against the American Association of Advertising Agencies and the Association of National Advertisers. At issue is "pay-per-play" for commercials for cable television (where performers are paid every time an ad airs) and commercial use on the Internet.

This week's picket was the second local action in the strike. The first was on the set of a Bristol-Myers Squibb commercial on May 24.

The fireworks flying over downtown Wilmington on Sunday were courtesy of the Summer Catch production. The display was part of an Almost Done with Filming Party at the Reel Cafe in downtown Wilmington. The film is scheduled to wrap Saturday.

The ending of filming means, unfortunately, that actors such as Freddie Prinze Jr., Jessica Biel, Marc Blucas (Buffy the Vampire Slayer), Brian Dennehy, Matthew Lillard, Wilmer Valderrama (That '70s Show) and Fred Ward, will no longer be out and about in Wilmington and Southport.

Filming of The Dangerous Lives of Altar Boys, though, may help fill the void left by Summer Catch. The feature, starring Jodie Foster, has been filming in and around Wilmington since May 24. The film is being produced by Ms. Foster's company, Egg Pictures.

Film clips / 'Summer Catch' is a wrap; SAG strikes again: Union protests Nike shoot Morning Star (Wilmington, NC)
June 9, 2000, Friday

There are a bevy of choices this month for local actors who yearn for roles in independent features. There are three -- yes, three -- local projects holding auditions in the weeks ahead. Auditions for Trusting Jack are scheduled to continue Saturday and Sunday at the Coast Line Convention Center in downtown Wilmington. They'll be held from noon to 6 p.m. in the Measurement Inc. offices.

The film, written and directed by Melissa Page Jones, is about a woman who must learn to deal with the abuse inflicted on her by her father. Producers are looking for people of all ages to play principal actors, one-liners and extras. Those interested are asked to bring a headshot or other picture and must be prepared to read from a script. The film is scheduled to begin filming July 31 in the Southport/ Oak Island area.

Another project, Ball of Wax, is billed as a dark drama about a fictional pro baseball team. The film is the latest project by Daniel Krause, director of 1998's Jefftowne. Auditions will be held 1-4 p.m. Wednesday and 7-10 p.m. June 21 at the Community Arts Center. There are roles for men ages 22-65 and women ages 16-35. Filming should begin in October in Wilmington.

And finally, there's Ding-a-ling-less -- the story of an emasculated man by filmmaker Onur Tukul. There will be auditions held the last three weekends in June.

Boys between the ages of 6 and 9 are needed as are adults of all ages. Those interested are asked to call 763-7554, 397-0333 or 762-6619 to schedule an appointment. Also, headshots can be sent to Ding-a-ling-less, 403 South 5th. Ave. Apt. B, Wilmington, N.C. 28401.

Allison Ballard covers the film beat for the Morning Star. Call her at 343-2376 or e-mail allison.ballardwilmingtonstar.com.

LOAD-DATE: June 9, 2000

LANGUAGE: ENGLISH

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The New York Times

January 12, 2000, Wednesday, Late Edition - Final

PLUS: H.S. BASKETBALL -- **NIKE SUPER SIX; Rice Is Set to Play In Garden Feature**

BYLINE: By RON DICKER

SECTION: Section D; Page 7; Column 4; Sports Desk

LENGTH: 169 words

Instead of being stuffed with major college prospects, it now has three. Instead of pummeling every opponent, it has shown its vulnerability by losing two games.

But Rice High School of Manhattan (10-2) is still the team to watch in Saturday's **Nike** Super Six tournament at Madison Square Garden. The Raiders, ranked 12th in USA Today, take on the 6-2 St. Patrick's of Elizabeth, N.J., in the last game of a triple-header pitting New Jersey schools against New York schools.

It's just taking us a longer time to get used to each other, guard Andre Barrett of Rice said yesterday at a luncheon in Manhattan.

Barrett, a point guard, has committed to Seton Hall. His teammate, forward Kyle Cuffe, has signed with St. John's. And Rice's other starting forward, Andre Sweet, is reportedly being courted by Duke.

In the other games, Marist of Bayonne, N.J. (1-5) plays the Westchester powerhouse Mount Vernon (8-0) and St. Anthony of Jersey City (6-2) faces Kennedy of the Bronx (12-2). RON DICKER

<http://www.nytimes.com>

LOAD-DATE: January 12, 2000

LANGUAGE: ENGLISH

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The People

April 23, 2000, Sunday

FOOTBALL: NIKE EYE POUNDS 5M LEEDS KIT DEAL

BYLINE: Alan Nixon

SECTION: SPORT; Pg. 63

LENGTH: 112 words

LEEDS are heading for a massive cash windfall - with top sportswear firms bidding to give them a fortune for the shirt off their backs.

David O'Leary could even come in for an extra transfer fund boost in the summer as talks are advanced with at least one company.

The deal between Leeds and Puma runs out in the summer of 2001, but already the bidding war is on - with American giants **Nike** tipped to succeed.

Since Leeds signed the last five-year contract in 1996 their popularity has shot up and the new deal could reach pounds 4-pounds 5m a season.

Puma won't give up without a fight. They have just bought up Everton's manufacturing contract.

LOAD-DATE: April 25, 2000

LANGUAGE: ENGLISH

PUB-TYPE: PAPER

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