

NIKE, Inc. Acquires Computer Vision Leader Invertex
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Strengthening Digital Capabilities and Talent, Accelerates Consumer Direct Offense Strategy

NIKE, Inc. (NYSE: NKE) today announced it has acquired Invertex Ltd., a leading computer vision firm based in Tel Aviv, Israel, as it continues to strengthen its digital technology and talent as part of its Consumer Direct Offense. The team will focus on building groundbreaking innovations to help Nike serve millions of members around the globe.

"The acquisition of Invertex will deepen our bench of digital talent and further our capabilities in computer vision and artificial intelligence as we create the most compelling Nike Consumer Experience at every touchpoint," commented Nike Chief Digital Officer, Adam Sussman.

David Bleicher, CEO of Invertex, commented: "Nike's connection to and understanding of their consumer is unsurpassed and we look forward to joining their team to help drive the Consumer Direct Offense."

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Ore., is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, Nike's earnings releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow @Nike.

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