

Corporate Mission

To bring inspiration and innovation to every athlete* in the world.

**If you have a body, you are an athlete. - Bill Bowerman*



Corporate Profile

If you have a body, you are an athlete. When Bill Bowerman made this observation many years ago, he was defining how he viewed the endless possibilities for human potential in sports. He set the tone and direction for a young company called Nike, and today those same words inspire a new generation of Nike employees.

Our goal is to carry on his legacy of innovative thinking, whether to develop products that help athletes of every level of ability reach their potential, or to create business opportunities that set Nike apart from the competition and provide value for our shareholders.

It started with a handshake between two visionary Oregonians - Bowerman and his University of Oregon runner Phil Knight. They and the people they hired evolved and grew the company that became Nike from a US-based footwear distributor to a global marketer of athletic footwear, apparel and equipment that is unrivaled in the world.

Along the way, Nike established a strong portfolio of affiliate brands including Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories; and Umbro Ltd., a leading United Kingdom-based global football (soccer) brand.

Stock Quote and Chart

NKE (Common Stock)

Exchange NYSE (US Dollar)

Price **\$63.92**

Change (%) **▲ 0.36 (0.57%)**

Volume 3,153,463

52 Week Low \$38.24

Market Cap \$25,038,103,200

Rolling EPS 3.03

PE Ratio 21.0957

Shares Outstanding 391,710,000

Data as of 11/20/09 4:00 p.m. ET

NIKE INC
as of 11/20/2009



EDGAROnline

Recent Headlines & Events

11/19/09 - 5:16 p.m.

[NIKE, Inc. Increases Quarterly Dividend Eight Percent to \\$0.27 Per Share](#)

11/19/09 - 5:16 p.m.

[Phyllis M. Wise Joins Nike's Board of Directors](#)

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