



Nike Golf Introduces Complete 360° Fitting System

-Nike Fitting System Fits Every Club from Driver to Lob Wedge-

Note: This release details the CANADIAN program for the 360° Fitting System. The release sent in error earlier today contained information pertaining only to the U.S. program.

TORONTO (December 6, 2007) – Nike Golf has taken a giant leap towards advancing innovation and customization in club fitting with the introduction of its new 360° Fitting System.

The complete Nike Golf 360° Fitting System provides a full bag fitting system. Therefore, golfers can maximize their performance on the course by being fit for every club in their bag ranging from the driver to the lob wedge.

When coupled with the proprietary Nike IFS (Intelligent Fitting System) software and launch monitor, the 360° Fitting System will provide golfers with a tour-level fitting experience. The 360° Fitting System begins shipping to key retailers and green grass professionals in March 2008.

The new Nike Golf Fitting System also addresses gap yardage club-fit solutions (i.e. fairway to iron, pitching wedge to approach wedge) and provides club type logic (i.e. hybrid or iron, #3 wood or #4 wood) throughout the set. This standout technology optimizes distance, ball flight and accuracy throughout the set, leading to enhanced performance.

“We are thrilled to have developed a complete club fitting system that has already received tremendous feedback by our test fitters in the marketplace,” said Stan Grissinger, Category Business Director for Clubs and Balls for Nike Golf. “This is just one step in Nike Golf’s ongoing commitment to providing golfers with a complete performance package to enhance their game – from head to toe.”

The 360 Mobile Fitting System is a complete fitting cart with Technology Overlay and IFS (Intelligent Fitting System) Software that includes:

- Proprietary Z-FIT Technology device that connects the shaft to the club head
- Full wood and iron cases and quivers (case that holds shafts)
- A proprietary launch monitor
- Proprietary IFS (Intelligent Fitting System) software that guides a fitter through the driver, hybrid and traditional iron fitting process, as well as addressing wedge launch conditions for gap fitting wedges

The cases and quivers in each system comprise many important benefits for the fitter:

- Cases provide quick access to fitting components
- Cases can be placed onto the open quiver (self-standing) to be used as a work station
- Cases free up work space for the fitter
- Individual cases and quivers can be easily transported to the range or hitting net
- With cases and quivers, all the necessary tools are at hand rather than a couple of clubs.

Located in Beaverton, Oregon, Nike Golf designs and markets golf equipment, apparel, balls, footwear, bags and accessories worldwide. Nike Golf is passionately dedicated to honoring and respecting the traditions and heritage of the game, and to providing committed golfers with the absolute best equipment in the game.

In 2007, Nike Golf's PGA Tour Staff has 13 victories, 56 top-10 finishes, seven Nationwide Tour victories and six international victories. In 2006, Nike Golf accumulated 16 PGA tour victories and 67 top-10 finishes, as well as one victory on the Nationwide Tour and 11 additional international wins.

For more information on Nike Golf, visit our Web site at www.nikegolf.ca. Editors seeking editorial information and downloadable images, visit www.nikegolf.com/presscenter.

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For information on Nike Golf Canada, please contact:

Vitalis Gomes

Nike Golf Canada

905.771.2058

vitalis.gomes@nike.com

Tim O'Connor

O'Connor Golf Communications

519.856.9421

tim@oconnorgolf.ca