



Media Alert

FOR IMMEDIATE RELEASE
April 2, 2009

Nike Opens New Factory Store at Fashion Outlets of Santa Fe

*New Mexico's Only Outlet Shopping Destination Celebrates
Grand Opening of Newest Store on Saturday, April 4th and Sunday, April 5th*

- WHEN:** Saturday, April 4 and Sunday, April 5, 2009
- TIME:** Saturday 10am to 7pm; Sunday 10am to 6pm
- WHERE:** ***Nike Factory Store*** at Fashion Outlets of Santa Fe - Interstate 25 at exit 278
8380 Cerrillos Road, Santa Fe, New Mexico
- WHAT:** Fashion Outlets of Santa Fe announces the addition of ***Nike Factory Store**** to its line up of designer name brands. Nike's grand opening events include free gifts to the first 100 shoppers on Saturday and Sunday along with a redeemable gift card for \$10. In addition, shoppers receive 30 percent off select apparel, footwear and equipment from 10am to 1pm each day. There will also be a drawing for two \$500 merchandise gift cards. The grand opening events will benefit the "Recognize" YMCA of Santa Fe program by donating a portion of sales.

Fashion Outlets of Santa Fe features over 30 stores including Polo Ralph Lauren Factory Store, Brooks Brothers Factory Store, Jones New York, Coach, Liz Claiborne, Wilsons Leather Outlet, Johnston & Murphy, Eddie Bauer, Coleman Factory Store, Nine West Shoes, Harry & David, and Zales The Diamond Store Outlet. It is also home to the official office of the Santa Fe Chamber of Commerce. Visit the mall's website at www.fashionoutlets.com for a complete list of the over 30 stores.

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***About Nike**

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan Holdings Incorporated, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, visit www.nikebiz.com.

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