



Inspire the World to Fitness®

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Nike to Showcase Revolutionary Nike + iPod to More than 5,000 Health & Fitness Professionals at 24th Annual IDEA World Fitness & Expo in Las Vegas on July 25-29

IDEA Spokesperson Jay Blahnik Served as Nike's Fitness Consultant on the creation of Nike + Workouts to Transform Personal Running and Fitness Routines

San Diego – July 17, 2006 – IDEA Health & Fitness Association, the world's leading membership organization of health and fitness professionals with more than 20,000 members in over 80 countries, announces that Nike will demonstrate the highly innovative Nike+ experience at the annual IDEA World Fitness Convention®. As the largest fitness training event in the world, this yearly convention is the ideal venue to showcase the first Nike + ready footwear designed to communicate with Apple's iPod® nano for the ultimate running and workout experience.

IDEA's Fitness and Wellness Expo will feature the Nike+ Demo Experience, illustrating how Nike's Air Zoom footwear connects to an iPod nano through the Nike + iPod Sport Kit, which includes an in-shoe wireless sensor and a receiver that attaches to the iPod. Once connected, information on time, distance, calories burned and pace is stored on iPod and displayed on the screen. Real-time, audible feedback also is provided through headphones.

"IDEA is excited that Nike would introduce the innovative Nike+ experience to a global audience of fitness professionals and industry experts who attend our annual convention," said Peter Davis, CEO of IDEA Health & Fitness Association. "This year's gathering is an excellent opportunity to showcase how Nike and Apple are taking sports and music to a new level while giving fitness professionals exceptional products in a whole new dimension. New technology and fitness innovations are key components to overcoming the nation's obesity epidemic, which is another important element of IDEA's mission to Inspire the World to Fitness®."

According to Jay Blahnik, IDEA spokesperson and fitness and workout programming consultant on the Nike+ project, the annual convention lets attendees experience firsthand the incredible potential of fitness breakthroughs like Nike+. "This product is truly a revolutionary step forward in fitness and personal training," he said. "The technology works so well and is incredibly easy to use, which will motivate more people to get moving, run a race, clock more miles than the day before and simply be inspired by other people who are trying to get more fit as well."

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In particular, personal trainers will benefit greatly from the ability to view their clients' distance and progress online by setting up a complimentary Nike+ account. "Information from the shoes—distance, speed, etc.—is downloaded automatically, making it seamless for fitness professionals to keep pace with their clients every step of the way," added Blahnik.

As the instructor of eight educational sessions at this year's annual convention, Blahnik joins other world-class experts to share the latest information on mind-body fitness, water fitness, cycling, group exercise, nutrition as well as a host of other compelling fitness-related topics. More than 130 internationally recognized thought leaders from the fitness, health and wellness communities will offer unique educational sessions as well as the opportunity to earn up to 20 continuing education credits (CECs).

In addition to the Nike+ showcase, the World Convention's extensive Fitness & Wellness Expo features the latest products and fitness concepts from many of the industry's leaders, including IDEA senior event partners Nautilus Institute™ and STOTT PILATES®. For more information and registration details on IDEA World Fitness Convention and Inner IDEA, visit the event section on the company's website at www.ideafit.com/world or call 1.800.999.4332, ext. 7.

About NIKE

NIKE, Inc. based in 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; Bauer NIKE Hockey Inc., a leading designer and distributor of hockey equipment; Cole Haan, a leading designer and marketer of luxury shoes, handbags, accessories and coats; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories and Exeter Brands Group LLC, which designs and markets athletic footwear and apparel for the value retail channel.

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with over 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA events, publications, educational products, member services or other activities, visit www.ideafit.com.

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