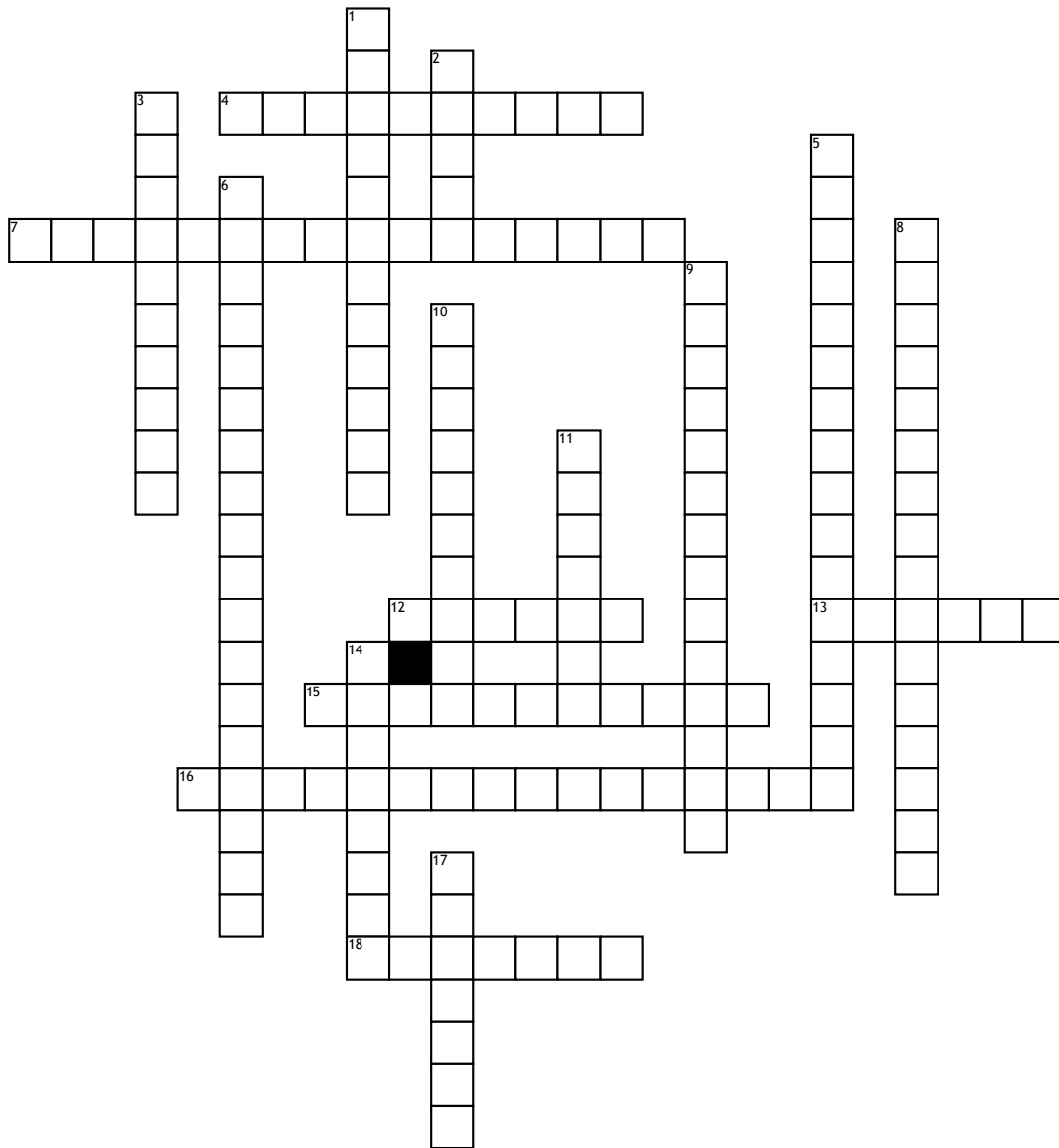


DNA



Across

4. He believed shoe exports from Japan could replace Germany's dominant position in the U.S. athletic shoe industry

7. The original name of Nike

12. the way you design unique and specialized product

13. Our brand

15. Built by runners for runners offering elevated services and expert guidance to help runners and those who want to run reach their potential

16. The Soul of Nike

18. Digital access that allows consumers to engage with Nike and is a resource to learn more that is available anytime

Down

1. The Head Coach of the University of Oregon's Track & Field team

2. The best of Nike sneakers presented with elevated Nike Sportswear apparel and premium services

3. Women's running, training and NikeSportswear categories combined to inspire and serve all female athletes

5. Our DTC concept

6. Offers Nike product in limited sizes and selection at closeout prices

8. Gives consumers digital and physical access to the best retail that Nike has to offer

9. Tells you when new products will be released

10. Used for inspiring consumers to put together outfits

11. An important goal or purpose

14. The ultimate Nike experience located in premium destinations around the world

17. Nike's unique cutting-edge concept that blends the power of sport and innovation with the latest products