

Press release

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Nike Lunar Wood TZ uses P2i's ion-mask™ technology

Sneakerheads will get an additional performance benefit with the latest launch of Nike Lunar Wood TZ. Using technology by P2i, the world leader in liquid repellent nano-coating technology, Nike's new lightweight and comfortable running shoe will keep wearers dry during the wettest of winters.

P2i's ion-mask™ technology applies a nanoscopic protective polymer layer to the whole shoe, on which water forms beads and simply rolls off, instead of being absorbed. Because ion-mask™ gives the whole shoe (including the stitching) superior water repellency, it delivers two crucial benefits; one, it stops external water getting in and two, it encourages evaporated perspiration to flow out. As a result, shoes dry out more quickly, won't get heavier over time, and maintain the natural airflow of their construction material. By optimizing temperature and 'breathability' for feet, ion-mask™ will ensure that the Lunar Wood TZ shoes keep wearers feet more comfortable and dry in the most challenging performance conditions.

Users can't see or feel the ion-mask™ protection because it is one thousand times thinner than a human hair. However, because the protective layer is molecularly bonded to the whole shoe surface it is extremely durable. In practice, ion-mask™ lasts as long as the shoe material itself and is not compromised by everyday flexing during wear. Plus, by resisting the absorption of water, ion-mask™ helps guard against stains and dirt residue.

Finally, but importantly, ion-mask™ is a climate-friendly choice. Its application process is solvent-free, PFOA-free, uses only tiny quantities of protective agent, does not require lots of energy and generates minimal waste.

Stephen Coulson, CTO of P2i, comments: "We are delighted that our revolutionary ion-mask™ liquid repellent nano-coating technology has been chosen to protect Lunar Wood TZ. Current approaches simply cannot match the amazing levels of performance that ion-mask™ has been shown to deliver."

Nike will launch the Lunar Wood TZ at selected global Nike Sportswear retailers on 19 December 2009.

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Notes for Editors

About P2i

P2i is the world leader in liquid repellent nano-coating technology. We make good products great by applying innovative science. Our revolutionary technology enables our customers to improve the performance of their products and protect them from the effects of water and all other liquids. This builds value by commanding premium prices and/or reducing costs.

P2i Ltd was established in 2004 to commercialise liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a wide range of markets including performance textiles, filtration media and bio-consumables.

In consumer sectors the presence of P2i's technology is indicated by its consumer brand, ion-mask™, now available in premium products from Hi-Tec, MAGNUM, Ecco and more.

See www.p2ilabs.com for more information. Corporate enquiries to:

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How P2i technology works

P2i's technology works by applying a nanometre-thick polymer layer over the entire surface of a product. Using an ionised gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimises liquid absorption from outside elements and evaporated perspiration.

About Nike Sportswear

Nike Sportswear is a product line rooted in the company's passion for sport while at the same time remixing and improving iconic designs with new technologies. With almost four decades of sport history at its foundation, Nike Sportswear seeks to channel the genuine rebel spirit of Nike's roots by crafting product that challenges the expected, asking designers to push athletic innovation to its extreme, remixing iconic designs with new technologies and making the best product for today's needs. Nike Sportswear launched on 8.8.08 with eight iconic Nike products celebrating the legacy of Nike design. It includes: Air Force 1, Windrunner, AW 77 Hoody, Nike Dunk, Air Max 90, Eugene Track Jacket, Cortez and Nike Sportswear Tee. For more information, visit www.nikesportswear.com.

About NIKE, Inc.

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 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. For more information, visit www.nikebiz.com.