



CONVERSE OPENS TRADING COMPANY OFFICE IN SINGAPORE TO SUPPORT THE BRAND WORLDWIDE

SINGAPORE. (APRIL 14, 2009) – Converse Inc. announced today it has established the Converse Trading Company (CTC), a new office located in Singapore, which will be the primary supply chain link for the brand and its international licensees.

The facility will centralize product sourcing, logistics and brand protection for Converse, along with related finance, human resource and operations functions. The CTC will manage product orders from initial placement to delivery.

“The new Converse Trading Company based in Singapore will play a key role in our brand’s growth by providing centralized supply chain and financial management for partners and customers worldwide,” said Jack Boys, CEO, Converse Inc. “We’re excited to open this operation in Singapore to support the Converse brand.”

Converse worked closely with the Singapore Economic Development Board on the opening of the facility.

Converse Inc. is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Today, Converse offers a diverse portfolio including premium lifestyle men's and women's footwear and apparel. Converse product is sold globally by retailers in over 160 countries and over 40 company-owned retail locations in the U.S. For more information, visit Converse on the web at www.converse.com.

###

Press Contact:
Jonathan Finn
Converse
646-563-7351 / jonathan.finn@converse.com