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**NIKE EQUIPS ELITE COLLEGE FOOTBALL TEAMS WITH COMBINATION
OF CREATIVITY AND ADVANCED TECHNOLOGY**

*Select Schools To Show Off Newly Designed, Fully Integrated Nike Pro Combat System
Of Dress Uniforms During Key Games On 2011 Football Season Schedule*

BEAVERTON, Ore. (July 20, 2011) – Before their fight songs ring throughout the stadiums and they storm the fields, nine of the top college football programs will lace their cleats and buckle their chin straps while donning uniquely designed, highly advanced Nike uniforms for at least one game during the 2011-12 season.

The fully integrated uniform system, which the University of Oregon debuted during the 2010 BCS National Championship Game, incorporates the latest in performance innovation and design from the world's most renowned athletic outfitter. The redesigned base layer facilitates the uniform's overall innovation, delivering the ultimate in lightweight protection for maximum speed. Strategically placed seams, pads and cooling zones also help minimize distraction and optimize protective coverage.

"Nike takes pride in giving athletes an advantage by providing them with cutting edge innovation. The Nike Pro Combat system of dress uniform delivers unparalleled on-field performance benefits while inspiring the team through each uniform's unique design," said Todd Van Horne, Nike's Creative Director for Football. "It is a privilege to collaborate with the coaches and student-athletes to develop a look that's truly distinctive to each university and their teams."

The teams selected to sport the 2011 Nike Pro Combat system of dress uniforms include the United States Military Academy (Army), Boise State University, University of Georgia, Louisiana State University, Michigan State University, the United States Naval Academy, The Ohio State University, University of Oregon, and Stanford University.

While each school's uniform delivers the same superior lightweight performance and protection, each will tell a different story through its

design. Nike worked closely with each university to bring relevant elements of the school's rich heritage into a distinguished, modern uniform design. The uniforms capture each team's unique character

"We are thrilled that Boise State has once again been selected to wear the Nike Pro Combat System of Dress uniforms," Boise State Director of Athletics Gene Bleymaier said. "Our selection last year to wear the state-of-the-art uniforms against Virginia Tech created a lot of excitement for that game and we know this will do the same for our game against Georgia on Sept. 3 in Atlanta."

The integrated uniform system provides enhanced durability and innovation from the inside out. Robust padding without the bulk offers optimal low-profile impact protection specifically throughout the crucial "hit zone" between the knees and shoulders. Nike Pro Combat Deflex padding has also been integrated in the hip and knee areas of the pant for crucial impact protection that stays in place. The base layer now features customizable protection, incorporating a thin, incredibly strong carbon fiber plate that can be placed on the thigh padding where needed.

The uniform system design also emphasizes improved thermoregulation, including the Nike Pro Combat Deflex padding layer, which is constructed with fabric selected for its ability to help keep the body cool and wick away sweat – making the uniform, and player, lighter and dryer. The jerseys are made of four-way stretch woven twill that sheds moisture. A Flywire collar eliminates two layers of fabric for improved breathability, providing a more stable anchor to keep the jersey in place.

The uniforms will hit the field on opening day of the 2011-12 college football season and throughout the year during some of fiercest rivalries in college football. Dates include Oregon vs. LSU at Cowboys Stadium (9/3), Boise State vs. Georgia at the Georgia Dome (9/3), Michigan State vs. Michigan (10/15), LSU vs. Auburn (10/22), Ohio State vs. Wisconsin (10/29), Stanford v. Notre Dame (11/27) and the annual service academy bragging rights matchup between two of the nation's most prestigious football programs – Army vs. Navy (12/10).