

Nike and TomTom Unveil Game-Changing SportWatch GPS

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New Watch Delivers World's Most Dynamic Running Experience

London, January 6, 2011 - NIKE, Inc. (NYSE:NKE) and TomTom (AEX: TOM2) have collaborated to create the Nike+ SportWatch GPS Powered by TomTom. The new running watch, unveiled today at the 2011 International Consumer Electronics Show, will provide athletes with the most dynamic and motivational running experience in the world thanks to its unique functionality, beautiful design, and direct connection to www.nikeplus.com, the world's leading running community with almost 4 million members.

The Nike+ SportWatch GPS is designed for high-performance with an extremely clear and readable user interface that delivers the information necessary to the user while in-run. It adds personalisation and motivational features to the running experience, including audible sounds, challenges, run reminders and more.

"The Nike+ SportWatch GPS is a game-changing product that furthers our commitment to provide all athletes with unparalleled motivation and the tools to get better," said Stefan Olander, VP of Nike Digital Sport.

The Nike+ SportWatch GPS is scheduled to be at retail stores and online in the U.S. and the U.K. beginning April 1. Broader distribution is scheduled for July 1. The Nike+ SportWatch GPS will be previewed for consumers at Nikerunning.com and TomTom.com beginning today.

"It is part of TomTom Consumer's strategy to move into the fast-growing sports and fitness market. This true partnership with Nike combines the strengths of two leading companies to deliver a game-changing product for runners," said Corinne Vigreux, Managing Director, TomTom Consumer. TomTom is the world's leading provider of location and navigation solutions.

The Nike+ SportWatch GPS is designed to be simple and intuitive with only three buttons and a Tap Screen for navigation. During the run, the new Nike+ SportWatch GPS captures location information while showing runners their time, distance, pace, and calories burned on an easy-to-read screen featuring a customizable layout. Throughout the run, the GPS receiver works in tandem with the shoe-based Nike+ Sensor to deliver highly accurate pace and distance data.

On-watch features include:

- Tap Screen for setting laps and activating backlight
- Run History with data from past runs
- Personal Records including those imported from Nikeplus.com
- Quick Start with optional shoe-based Nike+ Sensor
- Heart Rate Monitor compatibility

Some of the unique motivating factors the Nike+ SportWatch GPS offer runners on-screen include:

- Recognition (or "Attaboys") for personal records
- Run Reminders that appear after five days if a run has not been logged

Post-run acknowledgement and encouragement

The Nike+ SportWatch GPS plugs neatly into any USB port on a Mac or PC, then immediately launches the Nike+ Connect interface which automatically transfers information to www.nikeplus.com.

“With more than 150 million runs logged since its launch in 2006, Nikeplus.com captures the pulse of the running world every day,” added Olander.

Nikeplus.com presents runners with the GPS mapping, total miles, pace and elevation data for their most recent run in a rich and engaging way that will be familiar to users of the popular Nike+ GPS iPhone application.

“Providing runners with accurate pace, distance and location information during and after their run gives them the information they need to better train and track their progress,” added Vigreux.

Data from each run is automatically applied to all current Nike+ Challenges, Nike+ Goals, and Nike+ Coach programs in which the runner is participating.

Athletes who want to get the most out of their run and from the Nike+ SportWatch GPS will have access to a huge catalogue of run routes logged by Nike and published by other runners on streets and trails around the world.

Each run will be graphically mapped with the help of TomTom technology, and include route notes, elevation and length. Runners will also be able to find the perfect route by searching the catalogue by location, length, difficulty, and even landmarks.

Since the 2006 launch of Nike+ in partnership with Apple, a variety of Nike+ enabled devices have been introduced to help runners reach their full potential including the Nike+ iPod Sport Kit for iPod nano and iPod touch, the Nike+ SportBand, and the new Nike+ GPS App for use with the iPhone.

Further info can be found here:

http://www.tomtom.com/landing_pages/Nike+_SportWatch_GPS_Powered_by_TomTom.html

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About Nike

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 Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, visit www.nikebiz.com.

About TomTom N.V.

TomTom N.V. (AEX: TOM2) is the world's leading provider of location and navigation solutions. Headquartered in The Netherlands, it employs over 3,000 employees worldwide. Over 45 million people daily use its solutions, be it in the form of dedicated portable navigation devices (PNDs), in-dash car systems or tracking and tracing solutions for fleet management. In addition, hundreds of millions of people use TomTom's digital maps on the internet or mobile phone.

In 2009, TomTom reported €1.5 billion in revenues and a €340 million net cash flow from operating activities. More information about TomTom can be found on www.TomTom.com.

For the world's most up-to-date route planner, including LIVE traffic information visit:
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