

Nike Unveils New Push Performance Line — Built for the Determined Athlete

Nike Push and Nike Push Pods will hit the market on June 1, 2020.

(PORTLAND, Ore. - Jan. 22, 2020) — Nike announces its release of the Nike Push Performance Line, a watch and headphone duo that will transform the way athletes train. The duo's compatibility with the Nike Training app encourages users to fully focus on their performance. Within the first six months of trials, athletes from the beta testing group saw their performance increase up to 80%, with an average of 13.3% per month.

"We are thrilled to offer the next step in technology through Nike's new Push Performance Line. My favorite part of the tech is that both Nike Push and Nike Push Pods are built for every athlete — including swimmers! Nike engineers have made this possible with new waterproof technology," said Skip Potter, Chief Technology Officer at Nike. "Several Beta users are calling the Push Performance line a breakthrough. Smart technology enables the watch to know you better than your mother. It knows your habits, it knows where you can improve, and the personalized workout plans keep athletes on track," he said.

Product Benefits:

- **Affordable.** Nike believes sports technology should be affordable. Nike Push retails for \$150. Nike Push Pods retail for \$89.
- **Push.** This duo is meant to push athletes' performance limits through compatibility with the Nike Training app. It's a personalized experience that tells you when it's time to take your workouts to the next level.
- **Innovative.** Nike is introducing new waterproof technology that allows aquatic athletes to track performance and listen to music while training.

The Push Performance Line is like nothing you've seen before. It's not meant to distract. It's meant to heighten every athletes' performance. By connecting to the Nike Training app, it knows your exact workouts. It knows how many calories you burn. Its technology tracks these stats to let you know when you can add more and push yourself further. It's for every athlete who wants to improve.

"From training for triathlons to running marathons since I was 14, I've always pushed myself to reach new limits. With age came work, kids and other responsibilities. I struggled to find a way to track my performance," said Carol Jackson, 42, Triathlete, CEO of Plant a Tree. "The Pushes' connection to the Nike Training app helps me monitor my heart rate, speed, workouts and allows me to know when it's time to step it up a notch. The app knows me and my goals and helps me reach them," she said.

Download Nike Training on [iOS](#) and [Android](#) devices today to preorder and to receive updates on launch details.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment, accessories and smart technology for a wide variety of sports and fitness activities. Wholly-owned NIKE, Inc. subsidiary brands include Converse, which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.'s earnings releases and other financial information are available on the Internet at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com> and follow @NIKE.

NIKE PUSH

Built for the determined athlete.

PUSH

Compatibility with the Nike Training app personalizes the experience and tells you when it is time to take your workouts to the next level.

INNOVATIVE

"The smart technology enables the watch to know you better than your mother."

—Skip Potter, Chief Technology Officer at Nike

AFFORDABLE

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\$150

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NIKE PUSH PODS

Built for the determined athlete.



\$89

INNOVATIVE

"Our engineers have introduced a new way for swimmers to train. With innovative waterproof technology, athletes can now listen under water."

—Skip Potter, Chief Technology Officer

Pre-order now at Nike.com/PushPods

