

WHAT'S NEW?

NEW ELITE SUITS

In 2011 Nike Swim will be adding two new elite competition suits to our line, the Nike Hydra HD3 and the Nike Swift EV3. The Nike Swift II will also be continued in the line. The Nike Hydra and Nike Hydra II competition suits are planned to be phased out, resulting in a tight group of good, better and best elite suits that can stand up to the toughest competition.

2011 elite competition suits:

- **Nike Hydra** (phasing out): After years of excellent performance, the Nike Hydra will be phased out during 2011. We will continue to use Hydra to fulfill our High School contracts but will cease production as of Spring 2011.
- **Nike Swift II** (good): This will become our entry-level elite suit for 2011. Comfortable and fast, the Nike Swift fabric allows for excellent range-of-motion and drag resistance. These sleek, fast, championship suits are easy to get in and out of for those that prefer the smooth feel and control of Nike Swift Fabric technology. (MSRP: Brief - \$90/Jammer - \$150/Tank - \$170/Neck to Knee - \$220)
- **Nike Hydra HD3** (better): This group of suits takes the proven silhouettes of the Nike Hydra II and uses a lightweight stretch-woven fabric. The torso seams have been realigned and modesty panels have been added. The Nike Hydra HD3 compares favorably to other stretched/woven competitors. While it will be Nike's mid-range offering in 2011, this type of suit is comparable to top-of-the-line products from other suit makers. (MSRP: Jammer - \$218/Tank - \$230/Neck to Knee - \$318)
- **Nike Swift EV3** (best): While stretch-woven suits were the best in 2010, the Nike Swift EV3 will set the bar for 2011. Here the same fast fabric used in the original record-breaking Nike Swift suit is combined with our proven stretch-woven fabric to create a unique suit with a lighter profile to help athletes achieve maximum potential. This hybrid construction allows for a full breaststroke kick or butterfly recovery without restricting or binding. The Nike Swift EV3 is the next step in the evolution of the elite suit. (MSRP: Tank - \$270/Neck to Knee - \$375)

Nike is dedicated to assisting our athletes and teams succeed and excel. We have raised the level of the elite suit market without raising the price tag. Here's to great performances in 2011 and advanced Nike technology helping to achieve them.

COACH'S CORNER

This section is dedicated to highlighting one of our Nike Swim coaches. This quarter we're featuring Melissa Wilborn, head coach of Dekalb Aquatics.



Born and raised in Decatur, Georgia, Melissa attended Auburn University on a swim scholarship where she attained NCAA All-American and NCAA Academic All-American status. Her other most notable accomplishments include qualifying for the 1992 Olympic Trials in the 50 meter freestyle, a top 16 finish at USA nationals in 50 meter freestyle, and a top 50 in the world ranking in the 50 meter freestyle. She graduated with a Bachelor of Science in Exercise Science and a Masters of Education in Exercise Physiology and Health Promotion.

Melissa has coached Senior National qualifiers, Junior National qualifiers, Top 16 qualifiers, state champions, U.S. Open qualifiers and numerous age group and senior sectional qualifiers. She has also been appointed to the USA National Outreach and Diversity Committee. As coach of Dekalb Aquatics, Melissa uses her knowledge of swimming as a tool to mold, support and mentor young people into becoming outstanding citizens. The teams' vision is to continue creating college-eligible athletes who may use swimming to fund their education, maintain their health and create an opportunity to exhaust youthful energy through sport and fair play. To help carry out this mission, Dekalb Aquatics has received grants from the Atlanta Women's Foundation and the Atlanta Falcons Youth Foundation.

When asked what her favorite set is, Melissa replied "40 x 200 free descending in time, in sets of four, with the fourth one off the blocks for time." Melissa spends many hours on the pool deck of various meets, but she is always sure to be sporting the latest Nike gear. Thank you Melissa for your commitment to the sport of swimming, for encouraging and guiding our youth and for being a loyal supporter of Nike Swim.



TEAM SUPPORT

SERVICE STRUCTURE

As we look forward to 2011, we are committed to continuous improvement of customer service. With that, we would like to reiterate the regionalization of our grassroots team.



As a reminder, Emily Ghamrawi (emily.ghamrawi@perly.com) will be solely dedicated to order processing. Any requests outside of signed contracts should be discussed directly with regional representatives before submitting orders. Any orders not in compliance with signed contracts will be referred by Emily to your grassroots rep. We hope these changes will create a more streamlined process for you. And like all things in swimming - streamlined is good.

ORDER DEADLINES



- USA Diving Winter National Championships - January 11
- Canadian Easterns - January 19
- Canadian Westerns - January 19
- CIS Championships - January 26
- Southern Sectionals - February 8
- Central Sectionals - February 8
- Western Sectionals - February 14
- Eastern Sectionals - February 29
- NCSA Juniors - February 21
- YMCA Spring Swimming Nationals - March 14
- Spring Junior West National Championships - March 17
- Spring Junior East National Championships - March 17
- YMCA Diving Nationals - March 24

As a reminder, please submit orders at least 3 weeks prior to the "need by date" for U.S. teams and 4 weeks prior for Canadian teams (due to customs). If orders are submitted past this deadline we cannot guarantee you will receive your items by the date requested. Allow extra time if items require embroidery. We understand there will be late qualifiers and we will do our best to accommodate the needs of each team. Please contact your Nike rep directly for special cases.

MEET THE TEAM!



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QUARTERLY HIGHLIGHTS

SHORT COURSE NATIONALS

Short Course Nationals, December 2-4, 2010 in Columbus, OH, was a huge success for our Nike teams. Aside from the cold weather and snow, our athletes managed to stay warm and swim fast.

Our women's and men's teams both placed admirably. The Colorado Stars lead the way placing 3rd for the women's overall. Bearcat Swim Club took 18th place, Waukesha Express came in 25th place and Neptune Swimming in 36th place. For the men's overall team score, Santa Maria Swim Club finished 11th and the Redlands Swim Team came in 24th.

Additionally, there were many outstanding individual performances throughout the meet by Nike team athletes. Congratulations to our top 10 finishers:

- Katie Freeman - Santa Barbara Aquatic Club - 2nd 200 Breaststroke and 4th 100 Breaststroke
- Tori Simenec - Bearcat Swim Club - 9th place 100 Yard Butterfly and 200 Freestyle
- Jessica Wolf - Waukesha Express - 7th place 1650 Free
- Josh Prenot - Santa Maria Swim Team - 5th place 400 IM and 6th place 200 Butterfly

Our stand out swimmer of the meet goes to Missy Franklin of the Colorado Stars. She had a stellar meet and came out on top winning the 200 Freestyle. She was also 3rd in the 200 IM and 200 Backstroke, 4th in the 50 Free, 5th in the 100 Freestyle and 6th in the 100 Backstroke. Congrats Missy!

GOLDEN GOGGLES

USA Swimming's annual gala, the 2010 Golden Goggles Awards, was held in New York on November 22. Colorado Stars' Missy Franklin won the Breakout Performer of the Year Award. Making a splash at just 15-years-old, she was the youngest member of the U.S. Pan Pacific Championship Team and had a strong showing at the 2010 Nationals with two second-place finishes in the 100m and 200m back. Franklin received this well deserved award from USA Swimming after an amazing year of great performances meet after meet. Join us in congratulating Missy Franklin and her coach Todd Schmitz on a fantastic year... London 2012, here they come!

MINNESOTA GRAND PRIX

The Minnesota Grad Prix took place November 12-14 in Minneapolis, MN. Held at the University of Minnesota, this meet was as fast as always. Over the course of three days, our Nike swimmers had a number of outstanding performances. We want to highlight our top eight finishers at the Minnesota Grand Prix. Way to go Nike!

- Missy Franklin - Colorado Stars - 1st 50 Free, 100 Free, 200 Free, 100 Backstroke, 200 Backstroke, 200 IM and 400 IM
- Tory Simenec - Bearcat Swim Club - 6th 100 and 200 Free, 2nd 100 Butterfly and 4th 200 Butterfly, 7th 200 IM
- Jordan Mattern - Colorado Stars - 6th 500 Free, 5th 200 Backstroke
- Jessica Wolfe - Waukesha Express - 7th 1650 Free
- Rin Isobe - Rally Sport Aquatics - 7th 200 Breaststroke
- Women's 400 Free Relay - 2nd Colorado Stars
- Women's 800 Free Relay - 3rd Colorado Stars, 8th Bernal's Gators
- Women's 400 Medley Relay - 3rd Colorado Stars

HIGH SCHOOL STATE CHAMPIONSHIPS

As High School seasons kick off throughout the year, we have had a few states just finish up their season with a bang. 1A Florida State Champions:

- Marcel Betschart, Gotti Eisenberger, Descartes Holland and Thomas Veale - 200 Free Relay, Pine Crest School
- Thomas Veale - 500 Free, Pine Crest School
- Chinyere Pigot - 50 Free, Doral Academy

Also, we would like to mention Pine Crest School placed 2nd in the Florida State Championships for both men's and women's teams. Male High School Swimmer of the Year went to Thomas Veale and Male High School Coach of the Year went to Jay Fitzgerald, both representing the Pine Crest School.

Congratulations to all of our Nike Swim teams who competed in their High School State Championships and good luck to those who are yet to compete!

QUARTERLY HIGHLIGHTS

JUNIOR NATIONALS

Nike Team athletes had a great deal of success at Junior Nationals in Atlanta and, due to their achievements, their teams were equally triumphant. Congratulations to all of the coaches and athletes for these top-three performances!

Women's 4x50 Free Relay

- 1st Place, First Colony: Madeline Locus, Skylar Smith, Meaghan Connolly, Simone Manuel
- 2nd Place, Star Aquatics: Kathleen Baker, Nancy Larson, Charity Byrum, Faith Johnson

Men's 200 IM

- 3rd Place, Blue Dolphin: Matthew Curby

Women's 50 Free

- 1st Place, First Colony: Madeline Locus
- 2nd Place, Star Aquatics: Faith Johnson

Men's 50 Free

- 3rd Place, New York Sharks: Stanley Wong

Women's 4x50 Medley Relay

- 3rd Place, First Colony: Simone Manuel, Romy Landeck, Skylar Smith, Madeline Locus

Women's 4x100 Medley Relay

- 2nd Place, First Colony: Simone Manuel, Romy Landeck, Skylar Smith, Madeline Locus

Women's 400 IM

- 3rd Place, Crow Canyon: Taylor Nanfria

Women's 100 Fly

- 2nd Place, Sandpipers: Olivia Barker

Men's 100 Fly

- 2nd Place, Nashville AC: Paul Davis

Women's 4x200 Free Relay

- 1st Place, First Colony: Skylar Smith, Simone Manuel, Jordan Hancock, Madeline Locus

Women's 1650 Free

- 3rd Place, Crow Canyon: Taylor Nanfria

Women's 100 Free

- 1st Place, First Colony: Madeline Locus
- 2nd Place, Star Aquatics: Faith Johnson

Men's 100 Free

- 3rd Place, Blue Dolphins: Matthew Curby

Women's 200 Breast

- 3rd Place, First Colony: Romy Landeck

Men's 200 Breast

- 3rd Place, Orinda: Steven Stumph

Women's 4x100 Free Relay

- 1st Place, First Colony: Madeline Locus, Skylar Smith, Meaghan Connolly, Simone Manuel
- 2nd Place, Star Aquatics: Kathleen Baker, Nancy Larson, Faith Johnson

Women's High Point

- 5th Place, Crow Canyon: Taylor Nanfria
- 8th Place, First Colony: Madeline Locus
- 9th Place, First Colony: Skylar Smith

Men's High Point

- 10th Place, Blue Dolphin: Matthew Curby

Women's Team Score

- 1st Place, First Colony
- 7th Place, Star Aquatics

Men's Team Score

- 8th Place, Pine Crest
- 9th Place, Orinda

Combined Team Score

- 3rd Place, First Colony

Congratulations to all of these outstanding athletes!

SUCCESS STORIES

Want to see your team featured in our Nike Swim quarterly? Let your regional rep know about any success stories and include pictures if you have them.



PRODUCT FEATURES

MENS ACTIVE

Revolve Volley Short
Style Number: TDSS0204
Sizes: S-2XL, Colors: Green
Apple, Chlorine Blue, Obsidi-
an, Varsity Red, Team Orange



Styled for fun and ready to hit the waves, these boards are definitely a must have! This volley short comes equipped with a full elastic waistband, adjust-to-fit draw cord ties, mesh lining, side seam pockets and a back zip pocket.

WOMENS ACTIVE

Cyber Wave Racer Back Sports Bra and Brief
Style Number: TDSS0157/58
Sizes: 6-16, Colors: Midnight Navy, Chlorine Blue, Black



Sleek, sporty and flattering. This stylish suit commands attention! The racer back sport bra features removable soft cups, contrast piping on center front insets and back band. Brief features a contrast waistband.

PERFORMANCE

Butterfly Cut Out Tank
Style Number: TDSS0054
Sizes: 24-40, Colors: Vibrant Blue, Bright Violet, Black



Two looks in one! Simple or bold, you choose your look in this new reversible cut-out tank. With a silhouette created from real feedback from female elite-level swimmers, this flattering tank is all about form and function. Feminine details include a lower neckline, open back and thin straps.

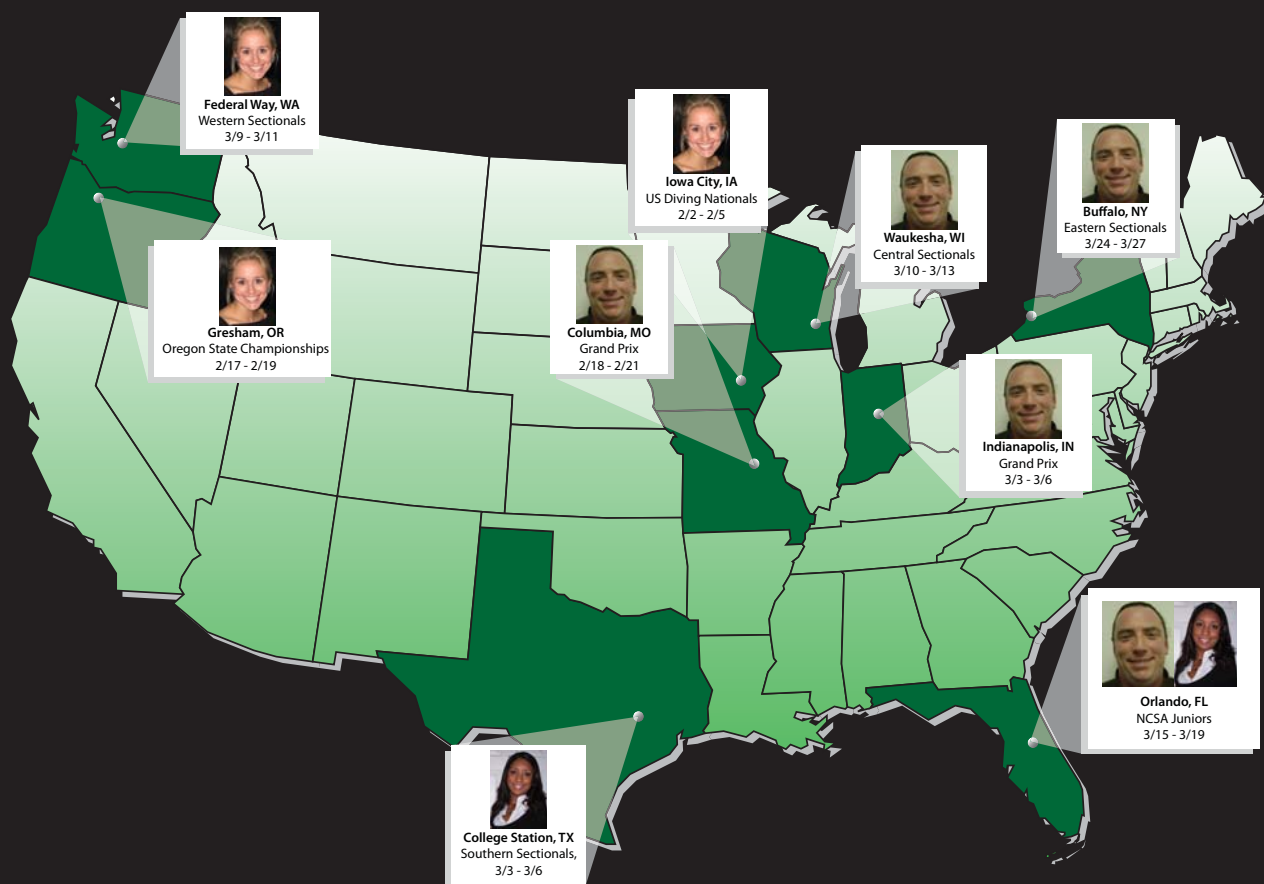
ACCESSORIES

Shattered Glass Cap
Style Number: TDSS0416
Size: One size, Colors: Black, Varsity Red, Varsity Royal, Green



This edgy and expressive silicone cap is sure to get attention in the water! Be sure to check out the new 1.15 performance catalog and view the other cool prints we offer! No one will miss you, no matter how fast you swim!

WHERE YOU'LL SEE US NEXT...



CHALLENGE YOURSELF!

NEW YEAR'S RESOLUTIONS

The New Year is a time to reflect on the changes we would like to implement going forward. We asked some of our teams what their swimming resolutions were for 2011, and this is what they had to say:

Tori Simenec, Bearcat Swim Club (18 years old) -

"My New Year's swimming resolution is to prepare myself for becoming a golden gopher at the University of Minnesota next year! Which means, training hard and always having the will to jump in that pool...no matter how cold it might be!"

Sara Boushakra, Stanford Diving (16 years old) -

"My New Year's resolution is to get a full 10 meter list!"

Kevin Pomeroy, Stanford Diving (12 years old) -

"My New Year's resolution is to get more comfortable with my back and reverse dives and to keep a positive attitude."

Talbot Paulsen, Stanford Diving (13 years old) -

1. No more "hermaid feet" upon entry
2. Staring down the inward 2 1/2
3. Trying a new dive on 7 meter
4. Twisters that look less like I'm spinning wildly in a washing machine."

Austin Jacobs, Stanford Diving (13 years old) -

"Learn a back 2.5 off of the 3 Meter board, learn to rip my dives and place in the top twelve at Regionals."

Vivian Zhou, Stanford Diving (12 years old) -

"Get into junior nationals."

Megan Pope, Stanford Diving (14 years old) -

"My New Year's resolution is to become more supportive of my teammates and learn how to rip."

Nikki Waters, Stanford Diving (11 years old) -

"My New Year's resolution is to have my 305c spotted well and perfected. Also to have a better toe point, finish learning Russian and to start another language."

NIKE SWIM CHALLENGE

Coaches and athletes...can you think outside the swimming pool? Nike Swim would like to see how creative you can be in your Nike Swim gear.

Rules: In order to submit a valid photo, all people pictured must be a member of a Nike Swim sponsored team as an athlete, coach or parent of an athlete (family pets can be included). All people in the photo must be wearing Nike apparel and no other competitive brand's gear may appear (i.e. Speedo, Tyr, Dolphin, etc).

Prize: Winning photo submitter will receive a **\$300 voucher** valid on our Nike Elite site (a website not available to the general public which features the latest products Nike Inc. has to offer). Finalists will be selected by a panel of industry professionals, one receiving the grand prize. Photos will be judged on creativity. Winning photo will be featured in the next quarterly newsletter.

Please submit all photos to Maritza McClendon at maritza.mcclendon@pery.com by February 14, 2011.

