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NIKE INC
Form 8-K
August 02, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 30, 2004

NIKE, INC.

(Exact Name of Registrant as Specified in Charter)

Oregon	1-10635	93-0584541
_____ (State of Incorporation)	_____ (Commission File Number)	_____ (I.R.S. Employer Identification No.)

One Bowerman Drive
Beaverton, Oregon 97005-6453

(Address of Principal Executive Offices)

(503) 671-6453

(Registrant's telephone number, including area code)

Item 9. Regulation FD Disclosure.

On July 30, 2004, NIKE, Inc. issued the following press release which is furnished below:

FOR IMMEDIATE RELEASE

INVESTOR CONTACT:
Fred Buonocore
503.671.6882

MEDIA CONTACT:
Joani Komlos
503.671.2013

STATEMENT BY NIKE, INC. REGARDING
UPDATED FUTURES INFORMATION IN FISCAL YEAR 2004 10-K

Beaverton, OR (July 30, 2004) NIKE, Inc. (NYSE: NKE) today filed its fiscal year 2004 Annual Report on Form 10-K, which includes an update to its previously released futures information.

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The company reported that current futures orders for footwear and apparel scheduled for delivery from June through November 2004 were 11.3 percent higher than the same period last year. This growth was 60 basis points higher than the 10.7 percent growth for the period reported in Nike's fourth quarter and fiscal year 2004 earnings press release dated June 24, 2004.

The change versus what the company had previously reported is due to increased orders primarily in its U.S. and Asia Pacific regions. These changes reflect orders taken in the normal course of business subsequent to Nike's earnings announcement, which the company is obligated to update in its Form 10-K filing.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NIKE, Inc.
(Registrant)

Date: July 30, 2004

/s/ Donald W. Blair

By: Donald W. Blair
Chief Financial Officer