

GOOD MORNING VIETNAM!

People have accused Nike of operating without any regard for the people in developing countries. Particularly in Vietnam, where we currently employ 43,000 people.

If you're genuinely concerned about this, we've got a way for you to not only help, but to go over to Vietnam and see the results first-hand.

Another token effort by a giant, multi-national corporation to help diffuse some bad press, right?

Wrong. It's Nike's micro-loan program. A program that's helped thousands of people since it began over two years ago.

It works like this: You make a contribution of \$75 to Friendship Bridge, the group that administers the program. They, in turn,

distribute the funds to people who use it to start their own businesses.

With every contribution, Nike creates a matching loan for \$75, giving yet another person a start on the road to prosperity.

Now you might think, big deal. \$75. What's that going to do? In a country where the average annual income is \$260, that's some serious venture capital. (FYI: a typical worker in our Vietnamese facilities makes over double the average annual wage: \$564).

Micro-loan recipients don't work for us, and the businesses they start have nothing to do with making our stuff.

It's simply a community based lending program for people who happen to live near one of our facilities.

To date, we've issued over 3200 micro-loans, creating almost as many businesses in the process. Businesses that are growing, reinvesting and improving the lives of over 15,000 people.

For less than the cost of a half dozen CDs, you can help people go from struggling to thriving. And by participating, you're eligible to visit Vietnam and see your investment in action—on us.

To learn more about, or better yet, to get involved in the micro-loan program, go to www.nikebiz.com.

Despite what our critics would like you to believe, Nike is doing its part to raise the standard of living for people in Vietnam and other developing countries.

The question is, are you?



www.nikebiz.com