

Sporting Goods Intelligence International Branded Athletic Footwear Market

Revised 9/25/04

Estimates in Millions of \$US at Wholesale

	COMPANY	2003 Sales				Per Cent Share '03	Change vs. '02	2002 Sales				Per Cent Share '02	Change vs. '01
		U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
1	Nike (1)	\$3,005	\$3,186	\$45	\$6,236	33.27%	7.4%	\$3,052	\$2,753	\$0	\$5,805	34.12%	4.8%
2	Adidas (2)	\$750	\$2,028	\$215	\$2,993	15.97%	6.8%	\$761	\$1,817	\$225	\$2,803	16.48%	15.8%
3	Reebok	\$1,036	\$725	\$75	\$1,836	9.80%	11.8%	\$932	\$631	\$79	\$1,642	9.65%	-1.0%
4	New Balance	\$891	\$186	\$151	\$1,228	6.55%	-3.8%	\$910	\$180	\$187	\$1,277	7.51%	12.0%
5	Puma	\$173	\$802	\$139	\$1,114	5.94%	45.1%	\$121	\$459	\$188	\$768	4.51%	16.4%
6	Converse	\$245	\$0	\$570	\$815	4.35%	40.5%	\$181	\$24	\$375	\$580	3.41%	43.9%
7	ASICS	\$178	\$476	\$38	\$692	3.69%	5.5%	\$172	\$448	\$36	\$656	3.86%	16.3%
8	K-Swiss	\$372	\$57	\$0	\$429	2.29%	52.1%	\$245	\$37	\$0	\$282	1.66%	19.5%
9	Fila	\$135	\$150	\$50	\$335	1.79%	-30.1%	\$132	\$285	\$62	\$479	2.82%	10.9%
10	Vans (1)	\$204	\$103	\$5	\$312	1.66%	-3.7%	\$220	\$98	\$6	\$324	1.90%	-8.2%
11	American SG (3)	\$200	\$91	\$7	\$298	1.59%	3.5%	\$205	\$53	\$30	\$288	1.69%	18.5%
12	Mizuno	\$43	\$172	\$30	\$245	1.31%	-1.6%	\$37	\$182	\$30	\$249	1.46%	-33.4%
13	Keds/Pro Keds	\$153	\$27	\$40	\$220	1.17%	-2.2%	\$161	\$24	\$40	\$225	1.32%	-3.0%
14	Hi-Tec	\$50	\$110	\$10	\$170	0.91%	7.6%	\$40	\$108	\$10	\$158	0.93%	-2.5%
15	Foot-Joy	\$123	\$42	\$0	\$165	0.88%	5.8%	\$125	\$31	\$0	\$156	0.92%	-0.6%
16	Lotto	\$7	\$117	\$40	\$164	0.87%	42.6%	\$6	\$77	\$32	\$115	0.68%	40.2%
17	Brooks	\$43	\$22	\$60	\$125	0.67%	16.8%	\$36	\$16	\$55	\$107	0.63%	4.9%
18	And 1	\$83	\$40	\$0	\$123	0.66%	-8.9%	\$95	\$40	\$0	\$135	0.79%	13.4%
19	Saucony	\$82	\$31	\$0	\$113	0.60%	1.8%	\$83	\$28	\$0	\$111	0.65%	0.9%
20	Tommy Hilfiger	\$97	\$0	\$0	\$97	0.52%	-4.9%	\$102	\$0	\$0	\$102	0.60%	6.3%
	Top Brands	\$7,870	\$8,365	\$1,475	\$17,710	94.49%	8.9%	\$7,616	\$7,291	\$1,355	\$16,262	95.59%	7.8%
	Others	\$383	\$600	\$50	\$1,033	5.51%	37.7%	\$200	\$400	\$150	\$750	4.41%	0.0%
	TOTALS	\$8,253	\$8,965	\$1,525	\$18,743	100.00%	10.2%	\$7,816	\$7,691	\$1,505	\$17,012	100.00%	7.4%

EXCHANGE RATES: 2003 - Euro E.885/\$; Japan ¥115.9/\$
 2002 - Euro E1.063/\$; Japan ¥125.4/\$; U.K. £.668/\$

NOTES: (1) Nike & Vans - 12 months ended November 30
 (2) American Sporting Goods includes sales from the Ryka, Avia, Turntec and Nevados brands
 (3) Adidas U.S. Sales include all of North America

Sporting Goods Intelligence International Branded Athletic Footwear Market

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Estimates in Millions of \$US at Wholesale

COMPANY	2001 Sales				Per Cent Share '01	Change vs. '00	2000 Sales				Per Cent Share '00	Change vs. '99
	U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
Nike (1)	\$3,128	\$2,413	\$0	\$5,541	34.99%	-2.0%	\$3,327	\$2,328	\$0	\$5,655	36.19%	4.0%
Adidas (2)	\$700	\$1,505	\$215	\$2,420	15.28%	-1.5%	\$840	\$1,367	\$250	\$2,457	15.73%	-0.7%
Reebok	\$931	\$635	\$93	\$1,659	10.48%	0.8%	\$926	\$494	\$226	\$1,646	10.54%	2.8%
New Balance	\$794	\$153	\$193	\$1,140	7.20%	3.6%	\$750	\$140	\$210	\$1,100	7.04%	23.6%
Puma	\$82	\$420	\$158	\$660	4.17%	71.0%	\$58	\$193	\$135	\$386	2.47%	10.9%
Converse	\$133	\$0	\$270	\$403	2.54%	12.9%	\$144	\$65	\$148	\$357	2.28%	-6.1%
ASICS	\$156	\$404	\$4	\$564	3.56%	-5.1%	\$143	\$451	\$0	\$594	3.80%	8.0%
K-Swiss	\$205	\$31	\$0	\$236	1.49%	6.8%	\$197	\$24	\$0	\$221	1.41%	-22.5%
Fila	\$120	\$265	\$47	\$432	2.73%	-7.5%	\$115	\$307	\$45	\$467	2.99%	-10.7%
Vans (1)	\$253	\$100	\$0	\$353	2.23%	13.9%	\$216	\$94	\$0	\$310	1.98%	33.0%
American SG (3)	\$174	\$42	\$27	\$243	1.53%	6.1%	\$164	\$40	\$25	\$229	1.47%	1.8%
Mizuno	\$38	\$234	\$102	\$374	2.36%	-6.5%	\$32	\$267	\$101	\$400	2.56%	117.4%
Keds/Pro Keds	\$170	\$20	\$42	\$232	1.47%	-11.8%	\$191	\$17	\$55	\$263	1.68%	-4.4%
Hi-Tec	\$44	\$108	\$10	\$162	1.02%	9.5%	\$44	\$98	\$6	\$148	0.95%	-2.6%
Foot-Joy	\$126	\$31	\$0	\$157	0.99%	-3.7%	\$131	\$32	\$0	\$163	1.04%	12.4%
Lotto	\$5	\$52	\$25	\$82	0.52%	24.2%	\$4	\$37	\$25	\$66	0.42%	-27.47%
Brooks	\$36	\$11	\$55	\$102	0.64%	-32.5%	\$41	\$15	\$95	\$151	0.97%	-22.6%
And 1	\$95	\$24	\$0	\$119	0.75%	32.2%	\$81	\$9	\$0	\$90	0.58%	NA
Saucony	\$86	\$24	\$0	\$110	0.69%	-25.2%	\$127	\$20	\$0	\$147	0.94%	11.4%
Tommy Hilfiger	\$96	\$0	\$0	\$96	0.61%	-7.7%	\$104	\$0	\$0	\$104	0.67%	-11.9%
Top Brands	\$7,372	\$6,472	\$1,241	\$15,085	95.26%	0.9%	\$7,635	\$5,998	\$1,321	\$14,954	95.71%	5.0%
Others	\$200	\$400	\$150	\$750	4.74%	11.9%	\$156	\$300	\$214	\$670	4.29%	-11.0%
TOTALS	\$7,572	\$6,872	\$1,391	\$15,835	100.00%	1.4%	\$7,791	\$6,298	\$1,535	\$15,624	100.00%	4.2%

EXCHANGE RATES: 2001 - Euro E1.117/\$; Japan ¥121.5/\$; U.K. £.694/\$

2000 - Euro E1.082/\$ (Adidas); Euro E1.080/\$ (Puma); Italy £it2117/\$; Japan ¥107.5/\$; U.K. £.660/\$

Sporting Goods Intelligence International Branded Athletic Footwear Market

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Estimates in Millions of \$US at Wholesale

COMPANY	1999 Sales				Per Cent Share '99	Change vs. '98	1998 Sales				Per Cent Share '98	Change vs. '97
	U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
Nike (1)	\$3,325	\$2,115	\$0	\$5,440	36.28%	2.2%	\$3,252	\$2,072	\$0	\$5,324	35.40%	-17.3%
Adidas (2)	\$845	\$1,394	\$236	\$2,475	16.51%	-4.9%	\$910	\$1,318	\$375	\$2,603	17.31%	28.1%
Reebok	\$909	\$459	\$233	\$1,601	10.68%	-15.3%	\$1,062	\$550	\$279	\$1,891	12.57%	-18.7%
New Balance	\$550	\$120	\$220	\$890	5.94%	41.3%	\$346	\$80	\$204	\$630	4.19%	13.5%
Puma	\$43	\$179	\$126	\$348	2.32%	-3.1%	\$34	\$191	\$134	\$359	2.39%	-4.3%
Converse	\$132	\$100	\$148	\$380	2.53%	-11.8%	\$167	\$142	\$122	\$431	2.87%	-26.9%
ASICS	\$140	\$410	\$0	\$550	3.67%	13.6%	\$134	\$350	\$0	\$484	3.22%	-3.0%
K-Swiss	\$264	\$21	\$0	\$285	1.90%	77.0%	\$145	\$16	\$0	\$161	1.07%	37.6%
Fila	\$114	\$367	\$42	\$523	3.49%	-15.8%	\$230	\$340	\$51	\$621	4.13%	-39.8%
Vans (1)	\$158	\$75	\$0	\$233	1.55%	24.6%	\$143	\$44	\$0	\$187	1.24%	6.3%
American SG (3)	\$160	\$40	\$25	\$225	1.50%							
Mizuno	\$12	\$143	\$29	\$184	1.23%	39.4%	\$12	\$120	\$0	\$132	0.88%	-12.0%
Keds/Pro Keds	\$200	\$15	\$60	\$275	1.83%	-0.7%	\$202	\$15	\$60	\$277	1.84%	4.5%
Hi-Tec	\$43	\$105	\$4	\$152	1.01%	2.0%	\$53	\$95	\$1	\$149	0.99%	-14.4%
Foot-Joy	\$128	\$9	\$8	\$145	0.97%	8.2%	\$101	\$28	\$5	\$134	0.89%	-7.6%
Lotto	\$0	\$70	\$21	\$91	0.61%	-13.33%	\$8	\$82	\$15	\$105	0.70%	-31.82%
Brooks	\$61	\$20	\$114	\$195	1.30%	15.4%	\$53	\$14	\$102	\$169	1.12%	6.3%
Saucony	\$115	\$17	\$0	\$132	0.88%	51.7%	\$68	\$19	\$0	\$87	0.58%	10.1%
Tommy Hilfiger	\$118	\$0	\$0	\$118	0.79%	57.3%	\$75	\$0	\$0	\$75	0.50%	
Top Brands	\$7,317	\$5,659	\$1,266	\$14,242	94.98%	3.1%	\$6,995	\$5,476	\$1,348	\$13,819	91.88%	-9.5%
Others	\$166	\$350	\$237	\$753	5.02%	-38.3%	\$454	\$540	\$227	\$1,221	8.12%	-4.7%
TOTALS	\$7,483	\$6,009	\$1,503	\$14,995	100.00%	-0.3%	\$7,449	\$6,016	\$1,575	\$15,040	100.00%	-9.1%

EXCHANGE RATES: 1999 - Euro E.935/\$; Germany DM1.836/\$; Italy £it1817/\$; Japan ¥113.9/\$; Great Britain £.617/\$
 1998 - Euro E.893/\$; Germany DM1.759/\$; Italy £it1759/\$; Japan ¥130.9/\$; Great Britain £.602/\$

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Estimates in Millions of \$US at Wholesale

COMPANY	1997 Sales				Per Cent Share '97	Change vs. '96	1996 Sales				Per Cent Share '96	Change vs. '95
	U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
Nike (1)	\$3,797	\$2,640	\$0	\$6,437	38.90%	22.3%	\$3,261	\$2,003	\$0	\$5,264	34.90%	30.3%
Adidas (2)	\$465	\$1,192	\$375	\$2,032	12.28%	21.3%	\$390	\$1,043	\$242	\$1,675	11.11%	13.9%
Reebok	\$1,229	\$725	\$373	\$2,327	14.06%	-3.4%	\$1,193	\$975	\$240	\$2,408	15.97%	-9.0%
New Balance	\$265	\$60	\$230	\$555	3.35%	18.1%	\$201	\$53	\$216	\$470	3.12%	25.3%
Puma	\$23	\$196	\$156	\$375	2.27%	-4.1%	\$23	\$201	\$167	\$391	2.59%	8.3%
Converse	\$285	\$165	\$140	\$590	3.57%	31.1%	\$194	\$155	\$101	\$450	2.98%	-8.9%
ASICS	\$129	\$370	\$0	\$499	3.02%	-12.3%	\$131	\$438	\$0	\$569	3.77%	-9.8%
K-Swiss	\$92	\$25	\$0	\$117	0.71%	9.3%	\$76	\$31	\$0	\$107	0.71%	-15.1%
Fila	\$488	\$407	\$136	\$1,031	6.23%	5.5%	\$555	\$302	\$120	\$977	6.48%	61.0%
Vans (1)	\$120	\$56	\$0	\$176	1.06%	24.8%	\$104	\$37	\$0	\$141	0.93%	41.0%
Mizuno	\$15	\$135	\$0	\$150	0.91%	-8.5%	\$17	\$147	\$0	\$164	1.09%	7.2%
Keds/Pro Keds	\$180	\$15	\$70	\$265	1.60%	-14.5%	\$200	\$25	\$85	\$310	2.06%	-13.9%
Hi-Tec	\$61	\$112	\$1	\$174	1.05%	13.0%	\$46	\$108	\$0	\$154	1.02%	6.2%
Foot-Joy	\$122	\$18	\$5	\$145	0.88%	11.5%	\$109	\$15	\$6	\$130	0.86%	11.1%
Lotto	\$8	\$118	\$28	\$154	0.93%	-37.40%	\$9	\$207	\$30	\$246	1.63%	18.3%
Brooks	\$42	\$15	\$102	\$159	0.96%	18.7%	\$35	\$10	\$89	\$134	0.89%	83.6%
Saucony	\$56	\$23	\$0	\$79	0.48%	2.6%	\$54	\$23	\$0	\$77	0.51%	8.5%
Top Brands	\$7,377	\$6,272	\$1,616	\$15,265	92.26%	11.7%	\$6,598	\$5,773	\$1,296	\$13,667	90.62%	14.1%
Others	\$545	\$490	\$246	\$1,281	7.74%	-9.5%	\$571	\$600	\$244	\$1,415	9.38%	-15.7%
TOTALS	\$7,922	\$6,762	\$1,862	\$16,546	100.00%	9.7%	\$7,169	\$6,373	\$1,540	\$15,082	100.00%	10.4%

EXCHANGE RATES: 1997 - Germany DM1.727/\$; Italy £it1692/\$; Japan ¥120.0/\$; Great Britain £.613/\$
 1996 - Germany DM1.505/\$; Italy £it1543/\$; Japan ¥108.8/\$; Great Britain \$1.56/£

Sporting Goods Intelligence International Branded Athletic Footwear Market

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Estimates in Millions of \$US at Wholesale

COMPANY	1995 Sales				Per Cent Share '95	Change vs. '94	1994 Sales				Per Cent Share '94	Change vs. '93
	U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
Nike (1)	\$2,529	\$1,422	\$90	\$4,041	29.59%	26.1%	\$2,017	\$1,097	\$90	\$3,204	24.84%	5.3%
Adidas (2)	\$355	\$851	\$265	\$1,471	10.77%	1.1%	\$331	\$749	\$375	\$1,455	11.28%	24.9%
Reebok	\$1,405	\$1,000	\$240	\$2,645	19.37%	2.1%	\$1,410	\$961	\$219	\$2,590	20.08%	9.5%
New Balance	\$152	\$44	\$179	\$375	2.75%	18.7%	\$130	\$31	\$155	\$316	2.45%	22.5%
Puma	\$32	\$202	\$127	\$361	2.64%	-16.6%	\$68	\$140	\$225	\$433	3.36%	-18.5%
Converse	\$208	\$202	\$84	\$494	3.62%	-16.0%	\$298	\$140	\$150	\$588	4.56%	17.6%
ASICS	\$123	\$508	\$0	\$631	4.62%	-5.5%	\$187	\$481		\$668	5.18%	2.5%
K-Swiss	\$95	\$31	\$0	\$126	0.92%	-16.0%	\$116	\$34	\$0	\$150	1.16%	0.0%
Fila	\$399	\$153	\$55	\$607	4.44%	45.6%	\$291	\$102	\$24	\$417	3.23%	25.6%
Vans (1)	\$85	\$15	\$0	\$100	0.73%	47.1%	\$58	\$10		\$68	0.53%	17.2%
Mizuno	\$33	\$120	\$0	\$153	1.12%	-54.7%	\$33	\$305	\$0	\$338	2.62%	-6.6%
Keds/Pro Keds	\$245	\$15	\$100	\$360	2.64%	-15.5%	\$305	\$21	\$100	\$426	3.30%	-11.4%
Hi-Tec	\$46	\$99	\$0	\$145	1.06%	-8.8%	\$63	\$96	\$0	\$159	1.23%	-3.0%
Foot-Joy	\$101	\$11	\$5	\$117	0.86%							
Lotto	\$15	\$165	\$28	\$208	1.52%	10.1%	\$21	\$142	\$26	\$189	1.47%	18.9%
Brooks	\$27	\$24	\$22	\$73	0.53%							
Saucony	\$47	\$24	\$0	\$71	0.52%							
Top Brands	\$5,897	\$4,886	\$1,195	\$11,978	87.71%	8.9%	\$5,328	\$4,309	\$1,364	\$11,001	85.28%	7.6%
Others	\$836	\$600	\$243	\$1,679	12.29%	-11.6%	\$1,139	\$570	\$190	\$1,899	14.72%	5.3%
TOTALS	\$6,733	\$5,486	\$1,438	\$13,657	100.00%	5.9%	\$6,467	\$4,879	\$1,554	\$12,900	100.00%	7.3%

EXCHANGE RATES: 1995 - Germany DM1.433/\$; Italy £1629/\$; Japan ¥94.1/\$; Great Britain \$1.58/£

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Estimates in Millions of \$US at Wholesale

COMPANY	1993 Sales				Per Cent Share '93	Change vs. '92	1992 SALES				Per Cent Share '92	Change vs. '91
	U.S.	Non-U.S.	Licensed	TOTAL			U.S.	Non-U.S.	Licensed	TOTAL		
Nike (1)	\$1,958	\$984	\$100	\$3,042	25.30%	-4.3%	\$1,817	\$1,012	\$350	\$3,179	26.22%	19.2%
Adidas (2)	\$190	\$610	\$365	\$1,165	9.69%	-7.3%	\$185	\$722	\$350	\$1,257	10.37%	-22.2%
Reebok	\$1,366	\$750	\$250	\$2,366	19.68%	-5.6%	\$1,607	\$675	\$225	\$2,507	20.68%	12.4%
New Balance	\$104	\$24	\$130	\$258	2.15%	17.3%	\$95	\$40	\$85	\$220	1.81%	4.8%
Puma	\$50	\$207	\$274	\$531	4.42%	11.8%	\$40	\$250	\$185	\$475	3.92%	-13.3%
Converse	\$265	\$120	\$115	\$500	4.16%	13.6%	\$225	\$120	\$95	\$440	3.63%	8.1%
ASICS	\$234	\$418	\$0	\$652	5.42%	-3.1%	\$223	\$450	\$0	\$673	5.55%	20.2%
K-Swiss	\$116	\$34	\$0	\$150	1.25%	18.1%	\$99	\$28	\$0	\$127	1.05%	6.7%
Fila	\$249	\$65	\$18	\$332	2.76%	27.2%	\$200	\$49	\$12	\$261	2.15%	137.3%
Vans (1)	\$51	\$7	\$0	\$58	0.48%	5.5%	\$55	?	?	\$55	0.45%	
Mizuno	\$32	\$330	\$0	\$362	3.01%	11.4%	\$30	\$295	\$0	\$325	2.68%	20.4%
Keds/Pro Keds	\$360	\$21	\$100	\$481	4.00%	-1.8%	\$370	\$20	\$100	\$490	4.04%	34.2%
Hi-Tec	\$72	\$92	\$0	\$164	1.36%	13.1%	\$45	\$100	\$0	\$145	1.20%	-19.4%
Lotto	\$18	\$117	\$24	\$159	1.32%	-9.7%	\$19	\$157	\$0	\$176	1.45%	54.4%
Top Brands	\$5,065	\$3,779	\$1,376	\$10,220	85.00%	-1.1%	\$5,010	\$3,918	\$1,402	\$10,330	85.21%	9.9%
Others	\$1,005	\$600	\$198	\$1,803	15.00%	0.6%	\$963	\$600	\$230	\$1,793	14.79%	-16.0%
TOTALS	\$6,070	\$4,379	\$1,574	\$12,023	100.00%	-0.8%	\$5,973	\$4,518	\$1,632	\$12,123	100.00%	5.1%

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COMPANY	1991 SALES				Per Cent Share '91
	U.S.	Non-U.S.	Licensed	TOTAL	
Nike (1)	\$1,693	\$625	\$350	\$2,668	23.14%
Adidas (2)	\$177	\$939	\$500	\$1,616	14.01%
Reebok	\$1,336	\$495	\$400	\$2,231	19.35%
New Balance	\$95	\$35	\$80	\$210	1.82%
Puma	\$45	\$233	\$270	\$548	4.75%
Converse	\$187	\$150	\$70	\$407	3.53%
ASICS	\$165	\$395	\$0	\$560	4.86%
K-Swiss	\$92	\$27	\$0	\$119	1.03%
Fila	\$77	\$33	\$0	\$110	0.95%

Mizuno	\$20	\$250	\$0	\$270	2.34%
Keds/Pro Keds	\$345	\$20	\$0	\$365	3.17%
Hi-Tec	\$35	\$145	\$0	\$180	1.56%

Lotto	\$14	\$100	\$0	\$114	0.99%
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Top Brands	\$4,281	\$3,447	\$1,670	\$9,398	81.49%
Others	\$1,384	\$600	\$150	\$2,134	18.51%
TOTALS	\$5,665	\$4,047	\$1,820	\$11,532	100.00%