

**From:** Scott Nova  
**Sent:** Thursday, June 29, 2006 12:27 PM  
**To:** 'Dusty.Kidd@nike.com'  
**Cc:** 'Fichman, Glen'; 'Larry Root'; 'Paul.Tabolt@Colorado.edu'; 'Lochbaum, Derek (Trademark Licensing)'; 'LaMarr Billups'; 'Jim Wilkerson'; 'dbs@georgetown.edu'; 'Walter Hunter (walter\_hunter@brown.edu)'; Nancy Steffan  
**Subject:** BJ&B: University Data Request  
**Importance:** High

Dear Dusty,

Thank you for the information you provided me last week concerning Nike's perspective on the situation at BJ&B.

There is additional information Nike could supply that would help the university community understand the picture more clearly. A number of universities have authorized the WRC to seek this additional data from you on their behalf. They include: University of Wisconsin-Madison, University of North Carolina-Chapel Hill, University of Colorado, Duke University, University of Michigan, Brown University, University of California and Georgetown University. I respectfully request that you provide us the following information, to be shared with these institutions.

- 1) The annual volume of Nike orders, in number of caps purchased, at BJ&B for the years 2001, 2002, 2003, 2004 and 2005 and your projection for 2006. The same information with respect to Nike orders for caps (of the type manufactured at BJ&B) at each of Yupoong's other production facilities (in Vietnam and Bangladesh).
- 2) The percentage change, year-to-year, in the average annual price in dollars paid to BJ&B for caps -- from 2001 through the most recent order (adjusted for inflation).
- 3) Data indicating the degree to which the demand for the type of cap produced by BJ&B has declined since 2001. For example, what has been the total approximate volume of caps of this type ordered by Nike, globally, in each year since 2001, and your projection for 2006? By type of cap, I do not mean "flexfit" caps specifically, but the general category of cap "profile" that you indicated BJ&B's product fits into.
- 4) Nike's analysis of the cause of the higher prices and slower delivery times at BJ&B, including your analysis of the impact on prices and delivery time of the reduction in forced overtime, the negotiation of a collective bargaining agreement, and other labor rights improvements at BJ&B
- 5) A more detailed description of the steps Nike has taken to encourage BJ&B to diversify its production capacity and the response Nike has received from BJ&B/Yupoong.

Thank you very much for your attention to this request.

Best,

Scott

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