



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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July 24, 2007

Mark Parker, President and CEO
Nike, Inc.

Dear Mr. Parker:

On behalf of PETA's more than 1.6 million members and supporters and the countless outraged individuals whose calls and e-mails are flooding our office, let me register utter disgust at the news that Nike will continue its association with Michael Vick despite Vick's federal indictment on federal dogfighting charges and the ugly facts surrounding his apparent association with a massive dogfighting enterprise. Your company's logo is now seen as a check mark in the cruelty-to-animals box.

Delaying your release of a new Vick sneaker and quietly removing Vick merchandise from your Web site are inadequate responses to the scathing indictment against Vick, **especially considering Nike's own past promotion of dogfighting** in its commercials.

In 2003, PETA was flooded with complaints about a Nike commercial called "The Battle," which depicted a pit bull and a Rottweiler growling and lunging at the ends of their chains while trying to attack each other. Nike bears responsibility for glorifying and promoting the hideous practice of dogfighting by making it seem "cool" and for strengthening the blood sport's connection to professional sports by featuring shots of NBA stars in the commercial. Although you pulled the ad then, that decision appears to have been tactical rather than moral.

The charges against Vick include allegedly owning a dogfighting ring in which dogs were kept on chains, forced to fight, and killed by being doused in water and electrocuted, hanged, beaten, drowned, shot, and slammed against the ground. Is that really what Nike stands for?

Please inform me of your decision.

Sincerely,

Bruce Friedrich, Vice President

cc: Bob Applegate, Director of Communications
Phil Knight, Chair
Donald Blair, CFO

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS