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**SUMMER 2011
CATALOG**
CYCLING APPAREL
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**UNITY IS STRENGTH
KNOWLEDGE IS POWER
ATTITUDE IS EVERYTHING**



LIVESTRONG



LANCE ARMSTRONG

At age 25, Lance Armstrong was one of the world's best cyclists but on October 2, 1996 he was diagnosed with advanced testicular cancer that had spread to his lungs and brain. He confronted his diagnosis head-on as he called himself not a cancer victim, but a cancer survivor. Facing cancer and not yet knowing his own fate, Lance created the Lance Armstrong Foundation in 1997 to inspire and empower people affected by cancer. Lance went on to survive cancer and from 1999–2005 he won the Tour de France a record 7-consecutive times. Today, Lance serves as the world's most recognizable cancer advocate.



THE LANCE ARMSTRONG FOUNDATION

Founded in 1997 by Lance Armstrong, the Lance Armstrong Foundation (LAF) fights for the 28 million people around the world living with cancer today. They connect individuals to the cancer support they need and engage communities and leaders to drive social change. LAF's mission is to inspire and empower anyone affected by cancer. Need more info, visit LIVESTRONG.org

Since 2004 NIKE has helped the Lance Armstrong Foundation raise over \$80,000,000 to help fight cancer.



THE NIKE LIVESTRONG COLLECTION

In 2008, Nike created the LIVESTRONG collection of running and training apparel, footwear and accessories in 2008, enabling people to show their support and wear sports products that inspire and empower people affected by cancer.

The Nike LIVESTRONG collection invites consumers to show their support for LIVESTRONG and the 28 million people in the world living with cancer by wearing yellow. The collection is available at key retailers in Canada, France, the United Kingdom and the United States.

UNITY IS STRENGTH. KNOWLEDGE IS POWER. ATTITUDE IS EVERYTHING.

THE WRISTBAND

In 2004, Nike, a long-time supporter of Lance Armstrong and the fight against cancer, created the iconic yellow LIVESTRONG wristband to support Lance's attempt at an unprecedented 6th Tour de France victory and to raise money for the fight against cancer. To date, more than 70 million wristbands have been distributed around the world and people wear them to show their support for the 28 million around the world living with cancer.

THE WRISTBANDS IN RETAIL

Through the Lance Armstrong Foundation, the wholesale program for LIVESTRONG wristbands offers Nike retailers the following:

- Online opportunity to purchase LIVESTRONG wristbands
- Distinctive point-of-sale display featuring LIVESTRONG logo
- Net 30 days payment terms
- Flat shipping rates on Ground or 2nd Day shipping (domestic orders only)

Updates in place for Holiday 2010:

- Log-in registration by account
- Credit Card payments
- Open for both Domestic and International retailers

Domestic Retailers can order directly through the URL below. Once our new order portal is ready, you will be automatically redirected.

Order portal:

<http://www.livestrong.org/wros>

User name: wrosorders

Password: Wristband102

Password is case sensitive.

Order questions: retailorders@livestrong.org; +1 (512) 279-8426

Billing or invoice questions: accounts.receivable@livestrong.org; +1 (512) 279-842



LIVESTRONG



LIVESTRONG

2011 LIVESTRONG SHORT SLEEVE CYCLING JERSEY

Introducing the new LIVESTRONG Short-Sleeve Cycling Jersey in soft 100% Michron microfiber, a fabric which accelerates the movement of moisture away from the riders skin. Includes a 45 cm hidden zipper, and three spacious rear pockets. LIVESTRONG trademark graphic on the chest and back. Additional LIVESTRONG logos modestly appointed at the jersey's side panels and raglan shoulder panels and upper back, a must have for any cycling enthusiast and LIVESTRONG supporter. Available in Men's and Women's cuts.



GI-S1-SSJY-LIST-BLCK	Mens LIVESTRONG Jersey	S-3XL
GI-S1-WSJJ-LIST-BLCK	Womens LIVESTRONG Jersey	XS-XL

2011 LIVESTRONG SWIFT BIBS

The LIVESTRONG Swift Bib is the exact same cut as Lance's preferred bib short. New LIVESTRONG trademark graphic on the outside of the thighs. Additional LIVESTRONG logo on center rear panel. Outfitted with a lightweight seamless insert, which is constructed as one piece of polyester microfiber, designed to adapt to the contours of the body in motion. Constructed with varying thickness where the rider needs it most, ensuring softness and comfort throughout the longest rides. Equipped with lightweight No-Sew mesh and lycra bib straps, along with mesh panels at the back of the thighs for increased ventilation. Supple gripper elastic is applied to the leg bands which are constructed of DimpleX fabric. The rest of the lower bib utilizes Moxie microfiber, which accelerates the movement of moisture away from the riders body. A perfect addition to any LIVESTRONG jersey.

GI-S1-SBIB-LIST-BLCK	LIVESTONG Swift Bib	S-XXL
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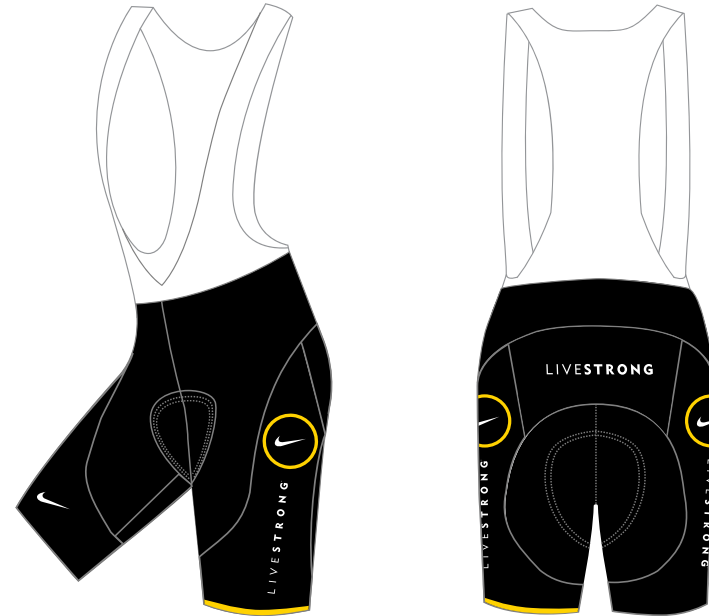


LIVESTRONG

2011 LIVESTRONG BIB SHORT

The 2010 LIVESTRONG Bib Short is sublimated with LIVESTRONG trademark graphics on the outside of the thighs. Additional LIVESTRONG logo on center rear panel. Outfitted with a lightweight seamless insert, which is constructed as one piece of polyester microfiber, designed to adapt to the contours of the body in motion. Constructed with varying thickness where the rider needs it most, ensuring softness and comfort throughout the longest rides. Lightweight mesh uppers hug the upper body keeping the garment in the ideal position, along with elastic leg grippers appointed at the leg hems. Utilizing a wrap around the leg design, the 2011 LIVESTRONG bib short is made entirely of Moxie microfiber, which accelerates the movement of moisture away from the riders body. An ideal addition to any LIVESTRONG jersey.

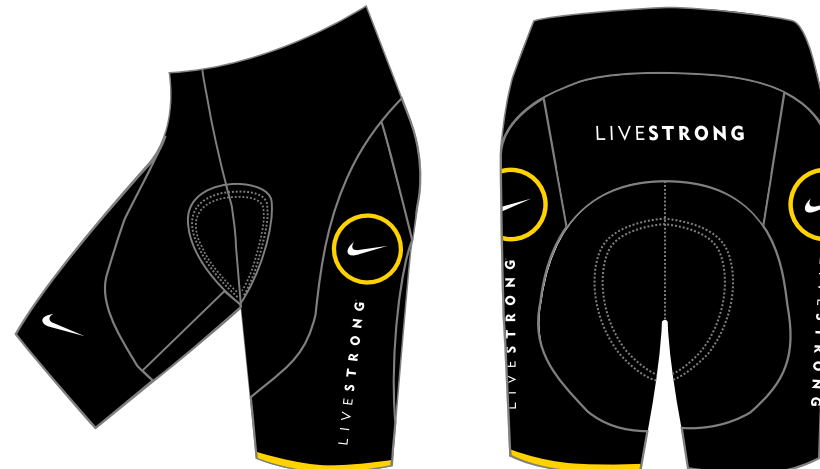
GI-SI-BIBS-LIST-BLCK LIVESTRONG Bib Short S-XXL



2011 LIVESTRONG CYCLING SHORT

The 2010 LIVESTRONG Cycling Short utilizes a wrap around the leg design, and is made entirely of Moxie microfiber, which accelerates the movement of moisture away from the rider's body. LIVESTRONG trademark graphic sublimated on the outside of the thighs. An additional LIVESTRONG logo at the center rear panel. Outfitted with a lightweight seamless insert, which is constructed as one piece of polyester microfiber, designed to adapt to the contours of the body in motion. Constructed with varying thickness where the rider needs it most, ensuring softness and comfort throughout the longest rides. The women's is appointed with a similar insert designed for the specific anatomy of the female rider and has 5cm shorter leg bands. Elastic leg grippers are used in the leg hems. A fantastic option to compliment any LIVESTRONG jersey.

GI-SI-SHRT-LIST-BLCK Livestrong Mens Cycling Shorts XS-XXL
GI-SI-WSHT-LIST-BLCK Livestrong Womens Cycling short XS-XL



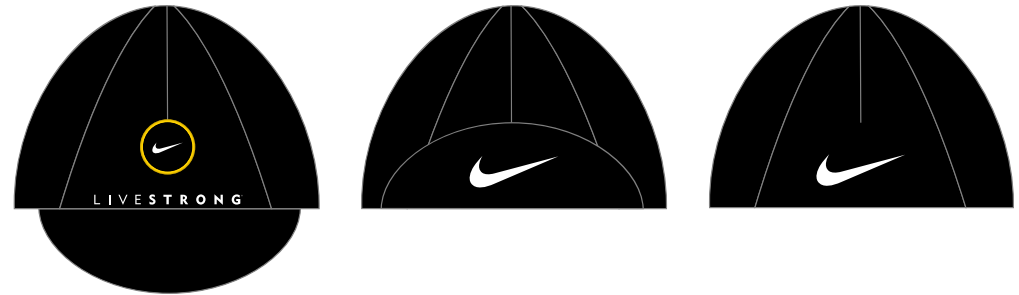


LIVESTRONG

2011 LIVESTRONG CYCLING CAP

Introducing the 2011 LIVESTRONG Cycling Cap in soft 100% cotton. LIVESTRONG trademark graphic screen print at the front of the cap. Additional NIKE logos under the bill and at the back of the cap. One size fits all LIVESTRONG supporters.

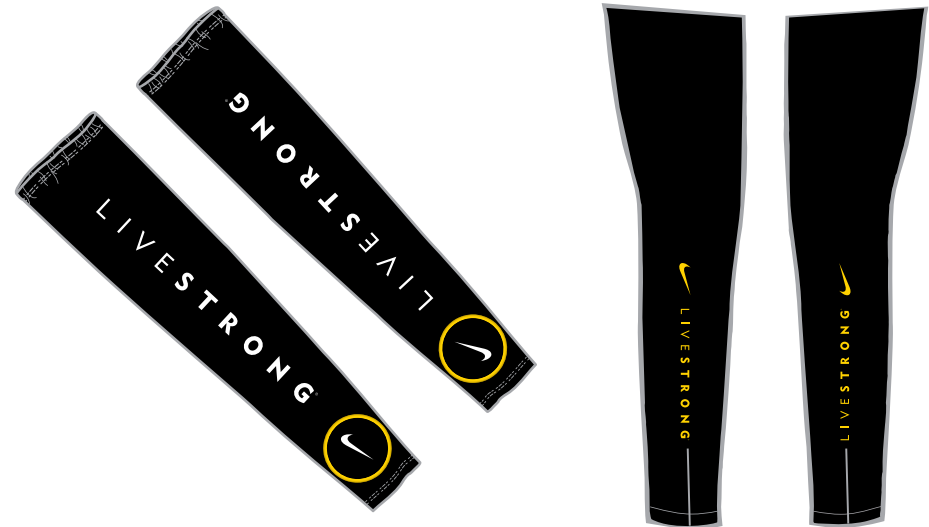
GI-COCA-LIST-BLCK LIVESTRONG Cotton Cycling Cap NA



2011 LIVESTRONG ARM AND LEG WARMERS

Introducing the LIVESTRONG winter Arm Warmers and Leg Warmers. Both are constructed with Super Roubaix fabric that is perfect for trapping heat and wicking away moisture. LIVESTRONG trademark graphic printed on the outside of the arms. LIVESTRONG trademark rubberized writing flank the outside of the calf on the leg warmers. Gripper elastic at the top and bottom of both garments. A 14 cm zipper is located at the ankle of the leg warmers. The perfect accessory for LIVESTRONG supporters who ride in colder conditions.

GI-ARMW-LIST-BLCK	LIVESTRONG Arm Warmer	S-XL
GI-LEGW-LIST-BLCK	LIVESTRONG Leg Warmer	S-XL





LIVESTRONG

2011 LIVESTRONG GLOVES

LIVESTRONG TT Gloves are an essential component of any well rounded kit. LIVESTRONG and NIKE trademark graphic sublimation on the back of the hand. Terry cloth palm with dimpled grippers. Nylon/ Spandex stretch back, and light clear gripper elastic inside the cuff ensure a skin hugging aerodynamic fit.

GI-GLOV-LIST-BLCK	LIVESTRON TT Glove	S-XL
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2011 LIVESTRONG SHOE COVERS

LIVESTRONG Shoe Covers are manufactured with 100% Lycra. LIVESTRONG trademark graphic sublimated at the rear of the shoe cover, and a Nike logo on the outside of the foot. A 14 cm zipper on the rear of the shoe cover ensures a secure fit. Make your LIVESTRONG kit complete and clean with a pair of these shoe covers. Small (36-38), Medium (39-42), Large (44-46), XLarge (47-48).

GI-LYSC-LIST-BLCK	LIVESTRONG Shoes Covers	S-XL
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