

## Nike's affiliate brands group names CFO

*by Bend\_Weekly\_News\_Sources*

BEAVERTON - NIKE, Inc. announced Monday that Greg Dinges has joined the company as Vice President, Nike, Inc. Corporate Development, and Chief Financial Officer of the company's Affiliate Brands Group. Dinges reports to Lee Bird, president of Nike's Affiliate Brands Group, and to Don Blair, Nike, Inc.'s chief financial officer.

Dinges joins the company from PepsiCo, where he most recently was vice president of corporate strategy and development. He spent more than 12 years at the company, in various strategic, financial planning and mergers and acquisitions roles. While at PepsiCo, he held a number of international posts, including placements in Hong Kong, Mexico, Thailand, Singapore and Shanghai. Dinges earned a bachelor's in geography from Dartmouth College.

"Greg's breadth of experience is a tremendous asset as we continue to grow our affiliate brands and support Nike Inc.'s target of \$23 billion in revenue by fiscal 2011," Bird said.

Converse, Cole Haan, Nike Bauer Hockey, Hurley International and Exeter Brands Group comprise Nike's affiliate brands group. Exeter includes Starter athletic footwear and apparel, and the just-launched Tailwind brand of performance and fashion athletic footwear for women, available exclusively at Payless ShoeSource stores. These affiliate brands generate more than \$1.2 billion in revenue, with growth coming from each brand.

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