



MOMENTS IN THE SUN

THE OFFICIAL NEWSLETTER OF THE 1998 NIKE WORLD MASTERS GAMES

1998 NIKE WORLD MASTERS GAMES TAKE MONACO BY STORM—PRINCE MAY PARTICIPATE



Over 100 federation officials and other sports executives mingle at the NIKE-hosted reception and luncheon during the recent GAISF conference in Monte Carlo.

The 1998 NIKE World Masters Games sent a large delegation to Monte Carlo in October 1996 to attend three important international sports meetings. The International Masters Games Association

Many international media executives and other sports officials visited the Games' booth, giving the staff an opportunity to publicize the Games generally as well as to make contact with individuals important to our Games' marketing efforts — especially relating to television. Interest was very high in the 1998 NIKE World Masters Games at SPORTEL. Discussions were held with hundreds of individuals interested in obtaining international broadcast rights, highlight packages, etc., as well as with European agents interested in brokering the Games.



The highlight of SPORTEL for the delegation was when H.S.H. Prince Albert of Monaco

SPORTS federations. The 1998 NIKE World Masters Games were featured during a presentation by Kai Holm, President of the IMGA, to the general assembly of GAISF (General Association of International Sports Federations), where over 250 delegates were in attendance. Mr. Holm reported on our progress and encouraged all federations whose sports are to be featured at the Games to become involved. The result was greater exposure for the Games and broader interest in Portland as an international sports event destination. GAISF, which groups 88 international sports federations, brought together executives representing most of the world's major sports governing bodies, including the International Olympic Committee and Olympic bid cities.

SPORTEL is the annual international sports media symposium and trade show. The 1998 NIKE World Masters Games were showcased at SPORTEL by an extraordinary trade show booth and video. This event, the only one of its kind in the world, annually draws over 800 participants from over 60 countries. It brings together the decision makers connected with event organizations, sports federations, sponsors, programming partners and television.

A DESPERATE DASH FOR VICTORY (AND THAT'S JUST REGISTRATION)

Official registration for athletes, companions and friends for the 1998 NIKE World Masters Games is now open. By calling the Games' worldwide toll-free number, 1-800-98-GAMES (1-800-984-2637), participants can receive instant registration confirmation and travel arrangements.

Entries into the Games are limited, and priority is based on the date of receipt of the registration materials. Each sport will accommodate a limited number of competitors based on age, gender and other considerations.

An exclusive registration and travel program for athletes and accompanying companions and friends has been developed. The "Gold Medal Passport" program provides registrants with personalized service, lowest available rates and significant dollar savings. Travel counselors are available 24 hours a day, 365 days a year (and in 26 languages!).

The first two "official" Gold Medal athletes were registered at SPORTEL in October 1996. They are Mr. Karri Kivela, a windsurfer from Lahti, Finland, and Ms. Catherine Davies, a track and field athlete from London, England.



Doug Single, 1998 NIKE World Masters Games General Manager and CEO, presents a gift to H.S.H. Prince Albert of Monaco during his visit to the Games' booth at the recent SPORTEL conference in Monte Carlo. Prince Albert may participate in the Games himself (fencing and tennis events).

In addition to the many meetings that were held, the 1998 NIKE World Masters Games held a reception and luncheon for international sports federations and other dignitaries attending the GAISF meetings. The event was hosted by NIKE, and over 100 federation officials and other sports executives attended the finest social event of the week. The luncheon helped to further enhance the Games', Portland's and NIKE's leadership within the international sports community.



Doug Single, 1998 NIKE World Masters Games General Manager and CEO, welcomes the first two "Gold Medal Passport" package registrants for the Games — a windsurfer from Finland and a long distance runner from England.



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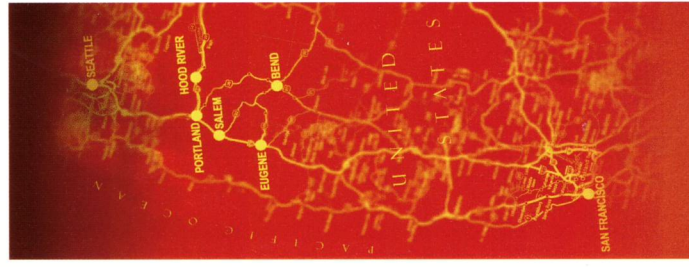
JOHN HERMAN — BUSINESS DEVELOPMENT, BENTON & BOWLES



SO, WHO'S RESPONSIBLE FOR ALL THIS
FUN AND EXCITEMENT, ANYWAY?

****EX-OFFICIO LEGAL COUNSEL**

FOR ADDITIONAL INFORMATION ON PMSA,
PLEASE CALL (503) 234-4500.





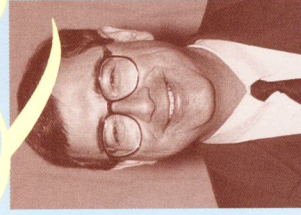
Staff members of the 1998 NIKE World Masters Games share a special moment with their new friends from the holiday Adopt-a-Family Program. The Causey Family was selected through Urban Progress and each child was presented with NIKE apparel, shoes and keepsakes.



Fred Buckman, Chairman of the 1998 NIKE World Masters Games Board of Directors (left), joins five-time Olympian Willie Davenport at the organization's holiday reception.



Q&A with Will Glasgow



William Glasgow, Vice Chairman of the 1998 NIKE World Masters Games Board of Directors, is President and Chief Executive Officer of BCN Data Systems and Chairman of the Portland Metropolitan Sports Authority. The 1998 NIKE World Masters Games is a non-for-profit affiliate of the Portland Metropolitan Sports Authority.

Q: *The PMSA is a private, not-for-profit corporation. Why did the PMSA choose the World Masters Games as the first international sporting event to be held in Portland?*

A: The PMSA wanted to pursue an international event that it could have a high probability of securing and one that would have a major impact on the community both on an athletic viewpoint and with sponsorships. One event we were also pursuing at the time was the U.S. Olympic Sports Festival, but there were 10 to 25 cities bidding as well. We learned about the World Masters Games and thought it fit the criteria we were trying to achieve. We could turn an event that was known to athletes, but not to the public, into an international event that was successful on the playing fields and to sponsors and the public. This is our chance to turn this thing into a world-class, multisport event that is second only to the Olympics.

Q: *With only one professional sports team in Portland and no major stadium, can the venues and the city support the number of people expected to attend the two-week event?*

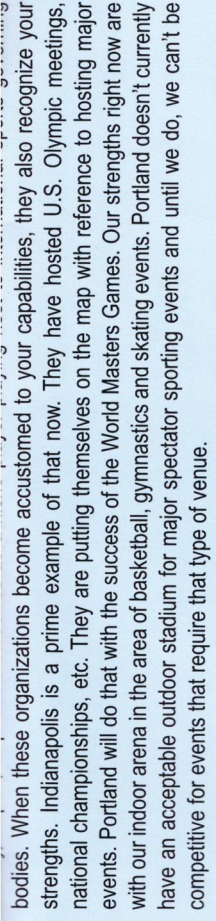
A: There are basically three logistical situations when dealing with an event of this magnitude: lodging, ceremonies and venues. In response to the venue question, the Games will go beyond the city in resourcing world-class facilities, such as athletics (track and field) events being held at Hayward Field in Eugene. We have good, state-of-the-art venues in Portland (Rose Quarter), but we recognize the fact we cannot hold the entire competition in the Portland metropolitan area. Oregon does have high-quality, first-class participatory venues such as Hood River, which will definitely test the athletes' abilities. For lodging, the spreading out of the venues alleviates that situation, and our lack of a major outdoor stadium forces us to be creative with our ceremonies. In all, we felt it was necessary to get the entire state visible in the Games, whether through hosting one of the venues, lodging or volunteers.

Q: *With the success of the Games, what other international events is the PMSA promoting to Portland?*

A: Portland received a major boost when it was awarded the 1998 World Masters Games. This event will define our ability to perform in the international marketplace. Portland will be able to demonstrate our ability to host national and international events and championships. This event gets Portland in line to host international championships. Is Portland interested in hosting the Olympics? As a group, no one city could support the costs associated with an event of that magnitude. With cooperative efforts from Seattle and Vancouver, B.C., Portland could participate in a bid to co-host the 2006 Olympics.

Q: *How would you position Portland in the international sporting scene?*

A: We try, in part, to position ourselves as a niche player playing host to international sports governing



Q: *What are your personal sporting interests?*

Q: If you had to compete in one event during the Games, which event would it be?

Well, since poker isn't one of the events, I will probably participate in the golf event, since they do take into consideration handicaps, and mine is pretty high. But, I think poker should be a demonstration event at the Games!

[illegible]

National magazine ad campaign highlighting open registration for the 1998 NIKE World Masters Games, created by Portland's Creative Media Development, Inc.

Each issue, we profile a few key members of the 1998 NIKE World Masters Games staff. Since the International Masters Games Association focuses first on the athlete, in this issue we'll concentrate on the department that will provide world-class venues and competition for the athletes and the Games — Operations.



Bill Bankhead *Senior Director of Operations*

Bill's most recent position in an event-management career that spans over 40 years was Director of International Games for Special Olympics International. Prior to that, he served as Executive Director of the Amateur Sports Council of Louisiana, which ran the 1985 USOC Sports Festival, and held several athletic- and facilities-management positions at Louisiana State University.



Jack Elder *Director of Sports and Venues*

An Olympian himself (Luge, 1972), Jack has focused his career on the development of Olympic sports in Oregon. He is President of Oregon Sports Action, created the Oregon Sports Trust and is co-founder of the Oregon Sports Coalition.



Cathy Zagunis *Director of Support Services*

Cathy, also an Olympian (Rowing, 1976), joins the 1998 NIKE World Masters Games after serving as charge nurse at Providence Medical Center's Emergency Department, where she supervised more than 40 employees while coordinating staff education and development.



Ede Schmidt *Director of Volunteer Services*

Ede will join the 1998 NIKE World Masters Games in February after finishing her duties as the State Director for retired U.S. Senator Mark O. Hatfield. Her background in politics spans almost 19 years, having worked in numerous capacities for members of the U.S. House of Representatives, the U.S. Senate and in the Governor's office.



1998 NIKE WORLD MASTERS GAMES DIRECTORY

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THE MISSION OF THE 1998 NIKE WORLD MASTERS GAMES IS TO STAGE FIRST CLASS COMPETITIONS IN A VARIETY OF OLYMPIC-TYPE SPORTS FOR MATURE MEN AND WOMEN, GIVING THEM THE OPPORTUNITY TO PARTICIPATE IN THE LARGEST INTERNATIONAL COMBINED ATHLETIC AND CULTURAL EVENT IN THE WORLD. THE CITIZENS OF PORTLAND AND THE STATE OF OREGON WILL BENEFIT ECONOMICALLY AND SOCIALLY FROM THE WORLDWIDE EXPOSURE AND GOODWILL THAT THE GAMES WILL CREATE. THE GAMES WILL BRING TOGETHER 25,000 MASTERS ATHLETES FROM OVER 100 COUNTRIES, CREATING BONDS OF FRIENDSHIP AND SPORTSMANSHIP, WITH A COMMITMENT TO LIFELONG FITNESS. THE 1998 NIKE WORLD MASTERS GAMES WILL BE “THE GLOBAL CELEBRATION OF SPORT FOR LIFE.”



International Masters Games Association



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For information, call 1.800.98.GAMES 503.226.1998 FAX 503.226.7700 <http://www.worldmasters.org>

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