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Ed mistakenly enrolls into the wrong 12-step program.

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# Nike Unveils The New iTiger 2.0

By Lane Osborne

Nike used the 2010 Masters Tournament to unveil their much anticipated new iTiger. In an obvious attempt to gain market share from Apple with their release of the iPad, Nike is hoping that their iTiger 2.0 will continue to garner media attention and in turn bring consumers back to the Nike brand.

The original Tiger that Nike released in 1996 had an apparent technical glitch. While it was all that Nike programmers had hoped for on the golf course, the original model evidently had a slight sexual malfunction. Nike has attempted to remedy the situation by firing the lead engineer who masterminded the construction of the original Tiger. That same engineer also notably designed John Edwards and Jesse James, both products which are now off the shelves as well.

The malfunction went largely undetected for years until November of 2009 when Tiger 1.0 crashed his SUV into a tree. In an attempt to deflect attention from the real issue, Nike made an effort at humor when they released a statement at the time offering that they had never seen Tiger "drive it so crooked."

However, due to the oddity of events and several contradictory statements from Team Tiger, the media brought to light that Tiger 1.0 crashed when he was fleeing from Elin Woods who was apparently attempting to "install a new driver to remedy the malfunction". She was unsuccessful in her efforts. However, Nike sent Tiger 1.0 to an undisclosed rehabilitation facility to begin the re-coding process with a 12-step program. During that time there were no statements released from either Tiger or Nike which led to much speculation and an ensuing media frenzy.

Countless rumors about the now defunct Tiger 1.0 went unchallenged by Nike officials for months to include a laundry list of women, a few men, and an unsubstantiated report of an incident with a Donkey in Tijuana. They did, however, come out strongly against the notion that the first version of Tiger was enhanced with human growth hormone or other performance enhancing drugs.

Just like the iPad to the iPhone, iTiger 2.0 appears to be simply the same product as the original Tiger, just repackaged...or maybe not even that. The new version of Tiger just like the previous one wears Sunday red and has Nike branding with the trademark swoosh on every article of clothing. One notable difference is the iTiger 2.0 does not run on Gatorade. It was also touted that iTiger 2.0 would not have the same highs and lows as the previous operating system and that they had deleted the profanity component from his database. However, there were a few occasions at the Masters that iTiger 2.0 sounded very much like the original Tiger. He was overheard lamenting his tee shot on one hole when he muttered "Tiger Woods, you suck! g\*\*d\*\*\*\*it!". Nike initially offered a lame explanation that God plays a part in most 12-step programs and then conceded that the new iTiger is just a prototype and they are still "working out the kinks."

In addition to rolling out their new product, Nike coupled it with a bizarre and creepy television ad that ran during Masters Week with the new iTiger staring blankly into the camera while Earl Woods spoke from the grave asking iTiger if he "has learned anything." Unfortunately, the consumer never learns whether or not apps will be available with the 2.0 version.

Nike, so caught up in their battle with Apple, lost sight of other competitors, notably, Callaway Golf, who is quite content with the original Phil Mickelson (a seemingly devoted family man) whose only twelve steps were those he took to Butler Cabin to receive his third green jacket.

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