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Nike is Top of the Shops!

Nike online store beats Adidas for top spot on innovative sports index DozenSports.com

Nike wins the battle for the [Top Sports Shop](#) on DozenSports.com, narrowly beating Easybay.com and ShopAdidas.com. The competition in the [Sports Shops](#) category was extremely tough but Store.Nike.com came out on [Top](#) in almost all tests. The editors at [online sports index](#) Dozensports.com evaluated, tested and compared the best and worst [sports shops](#) online, separating the champs from the chumps, and concluded that Nike is still the king brand. Even with superstar promotions featuring the likes of David Beckham, ShopAdidas.com couldn't [top](#) what Nike had to offer.

So what makes Store.Nike.com so special? Well, the editors at Dozensports.com found that the store not only looks and feels great, it has fabulous special offers and cool features such as being able to customize your own training shoe! Adidas also offers this service but the range is limited and not available online. One of Nike's best features is their 'Have Nike Call You' option, where you can schedule a time and date for a representative to call you. Now that's what we call customer service. Dozensports.com graded the [online sports shops](#) by looking at content, USP (Unique Selling Points) and value for money, giving Store.Nike.com a total of 9.4 out of 10. Adidas received an excellent 8.5 out of 10, but the big surprise came from Eastbay.com - which grabbed a whopping 9.2 out of 10.

“Nike's online store is the Rolls Royce of [sports shops](#) on the web. Yet the competition in this category is extremely tough as the big brands battle for their share of the online market. Third-place Adidas is also a strong contender for best site but Nike ran away with the [top](#) spot thanks to its spectacular global event, the Human Race. Watch this space for more.”

– Daniel Raz, Editor at DozenSports.com

In other news this month, ESPN360.com held onto the [top](#) spot in the [Live Sports](#) category with its excellent coverage of soccer and NHL Ice Hockey in brilliant HD. In the [sports betting](#) category, Sportsbook.com climbed to the top narrowly beating other [sports betting](#) sites such as TheGreek.com and innovative Sportsinteraction.com. Competition is hot, so watch this space next month for more updates from the world of [online sports](#).

What is DozenSports.com?

DozenSports.com is the latest in a line of **revolutionary review portals** from parent website [DozenMedia.com](#). This unique online [sports index](#) is **jam-packed** with the very latest [sports](#)

[news](#), reviews, events, pictures, videos and stats from the online sports world. From, online [sports betting](#) and [fanzines](#) to [sports blogs](#) and [online tickets](#), DozenSports.com has it covered. Brutally honest and completely **independent**, Dozen Sports separates the [Tops](#) from the [Flops](#), with the use of Dozen Media's cutting-edge **ARS**® ranking system.

Stop Searching, Start Finding!

Lost in search engines? Need a map through the maze?
Let Dozen Media guide you through the online world.

Using algorithmic ranking and editorial reviews, Dozen Media picks 12 websites for each category, helping you to make the right decision for the right reasons!

With so many sites under the Dozen Media umbrella, from gaming and entertainment, to travel and finance, you can stay abreast of what's hot and what's not in the online industries.

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marketing@dozenmedia.com