

April 12, 2007

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FOR IMMEDIATE RELEASE

Hibbett Sports and Partners Team Up to Help Enterprise High School

Hibbett Sports, a Birmingham-based sporting goods company, has teamed up with Bank of America and sporting good companies K-Swiss, Lifetime, Hickory Brands and Nike to provide donations and volunteer manpower to storm-ravaged Enterprise High School in Enterprise, Alabama.

The high school was damaged on March 1, 2007, when an F-3 tornado ripped through the city of Enterprise, killing 9 people, most of those Enterprise High School students, and causing \$350 million in property damages.

According to Joy McCord, Hibbett Sports VP of Marketing, Hibbett Sports' community service program, Operation Sports Renovation, was instituted after Hurricane Katrina hit the Gulf Coast, damaging several schools in Hibbett's area of operations. "We saw so many schools damaged and destroyed by the hurricane. We wanted to do something to give back to the people of the communities where our stores are located."

The Operation Sports Renovation day in Enterprise will be dedicated to helping the football team move their equipment from the high school to new temporary facilities at another playing field in preparation for spring practice.

"The school was fortunate that their football equipment was not affected by the tornado, but because of the continued clean-up at the high school, the team could not use their normal practice facilities and had to move to the temporary site," said McCord. "With help from our business partners, we will bring over \$24,000 in monetary and equipment donations to Enterprise High Schools Athletic Department."

The donations include monetary donations from Hibbett, Bank of America and K-Swiss. It also includes equipment donations from Lifetime for the schools basketball team, which did suffer equipment damage in the tornado. Hickory Brands will provide DryMax socks, and Nike is supplying cleats or shoes for all of Enterprise High School's Varsity teams, including boys' and girls' basketball, soccer, cross country, boys' baseball and football.

After the day's work relocating the football equipment to the new storage facilities, Hibbett Sports will host a dinner for the school's coaches and senior athletes.