

Hibbett Sports Announces University of Alabama Football Sponsorship Through 2019

September 1, 2017

BIRMINGHAM, Ala., Sept. 1, 2017 /PRNewswire/ -- Hibbett Sports (NASDAQ:HIBB), a Birmingham-based premium athleisure retailer operating online and in more than 1,000 stores nationwide, today announced a three-year sponsorship deal with the University of Alabama's football program for the 2017, 2018 and 2019 seasons.



The company has sponsored Crimson Tide athletics and the football team since 2008. The latest partnership names Hibbett as the Presenting Sponsor of the Honorary Captains at each of the team's seven home games. Other sponsorship activation elements include an experiential "Shaker Shack" vehicle on site at home games, stadium signage, promotional ads, contests and more.

"Hibbett is headquartered in Alabama and we proudly support Alabama football, which is deeply embedded in this community," said Jeff Rosenthal, President and CEO, Hibbett. "We are honored to once again partner with the Crimson Tide and connect with Alabama fans and Hibbett customers through innovative programs like this."

Hibbett will present a pre-game "Shaker Shack" vehicle near the "Walk of Champions" at each home game during the 2017, 2018 and 2019 football seasons. Fans will have the opportunity to interact with Honorary Captains, get autographs from former players, take home shakers, make fan posters, take Alabama-branded photos and enter to win prizes such as Alabama vs LSU tickets, a \$1000 Hibbett Sports gift card, a parking pass and a pre-game hospitality package.

"Hibbett has been a loyal supporter and a model partner of the Crimson Tide for nine years. We are excited to have Hibbett Sports extend and deepen their sponsorship at the University of Alabama," said Jim Carabin, Vice President of Learfield and General Manager of Crimson Tide Sports Marketing. "We look forward to working with them in the future as they continue to expand our partnership here in Tuscaloosa and their presence throughout the nation."

Hibbett.com and Hibbett stores provide athletes, fitness enthusiasts and *sneakerheads* with access to newly released, exclusive and hard-to-find footwear, athletic apparel and equipment from brands like Nike, Jordan, adidas, Under Armour and more. Customers have access to a huge collective inventory from Hibbett's Wholesaling & Logistics Facility, vendors and over 1,000 Hibbett Sports stores nationwide, making it easy to find exactly what they want, when they want it.

About Hibbett Sports

Hibbett Sports, headquartered in Birmingham, Alabama is a leading athletic-inspired fashion retailer with more than 1,000 stores, primarily located in small and mid-sized communities across the country. Founded in 1945, Hibbett stores have a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Jordan, adidas and Under Armour. Today Hibbett is one of the largest companies headquartered in Alabama with 9,200 employees nationwide. Consumers can browse styles, find new releases, shop looks and make purchases online or in their nearest store by visiting www.Hibbett.com. Follow us @HibbettSports.

Hibbett Media Contact:

Wendy Yellin
925-519-3363

View original content with multimedia:<http://www.prnewswire.com/news-releases/hibbett-sports-announces-university-of-alabama-football-sponsorship-through-2019-300512354.html>

SOURCE Hibbett Sports