

# Hibbett Sports Names William (Bill) Quinn Vice President of Digital Commerce

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Hibbett Sports, Inc. (NASDAQ/GS: HIBB), a sporting goods retailer, today announced that William (Bill) Quinn has joined the Company as Vice President of Digital Commerce, effective February 29, 2016. Quinn will be responsible for leading the implementation of the Company's omni-channel initiatives and developing an exceptional online experience for its customers. He will report directly to President and Chief Executive Officer, Jeff Rosenthal.

Rosenthal stated, "With Bill's knowledge and track record of implementing omni-channel capabilities, we believe he will be instrumental in leading our initiative to create a seamless shopping experience for our customers, whether it's in our stores, on the web, or through a mobile device."

Quinn has approximately 20 years of diverse work experiences including digital, marketing, merchandising, sales, customer service and process improvement. In addition, he brings more than 11 years of experience in growing e-commerce businesses across a wide variety of industries and platforms. Prior to joining Hibbett, Quinn served as Vice President, Digital, for David's Bridal, where his accomplishments included growing online sales, launching omni-channel initiatives, and building mobile capabilities.

Quinn holds an MBA from Duke University's Fuqua School of Business, where he was a Fuqua Scholar, and a Bachelor of Arts from Vanderbilt University, where he graduated Magna cum Laude.

Hibbett Sports, Inc. operates sporting goods stores in small to mid-sized markets, predominately in the South, Southwest, Mid-Atlantic and Midwest regions of the United States. The Company's primary store format is Hibbett Sports, a 5,000-square-foot store located in strip centers and enclosed malls.



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Source: Hibbett Sports, Inc.