

Hibbett Sports Introduces Two New Time-Saving Options For Shoppers To Purchase Or Reserve Online And Pick Up In Stores Nationwide

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BIRMINGHAM, Ala., Oct. 1, 2018 /PRNewswire/ -- [Hibbett Sporting Goods Inc.](#) (NASDAQ: HIBB), a U.S. based athleisure retailer operating more than 1,000 premium athletic apparel, footwear and equipment stores in small and mid-sized markets, today announced the launch of their two newest service enhancements; [Buy Online, Pick Up In Store \(BOPIS\)](#) and [Reserve Online, Pick Up in Store \(ROPIS\)](#). Customers nationwide can now shop their local store on www.Hibbett.com and either reserve items or make a purchase, before arriving at their nearest Hibbett Sports location, for pickup.

To kick off the new BOPIS/ROPIS options, Hibbett is hosting a BOPIS/ROPIS giveaway for shoppers to win a \$500 shopping spree at a Hibbett Sports store. Beginning on October 1, 2018 through October 26, 2018, anyone who makes a purchase using either the new Reserve Online or Buy Online, Pick Up in Store features, will automatically be entered into the drawing. The lucky winner will be randomly selected from the entries and notified by Hibbett Marketing no later than November 5, 2018, at the same email address used for their purchase or reservation.

"Our Omnichannel investments make it possible for customers to buy products online to pick up in store, as well as, reserve items to try on at our stores," said Jeff Rosenthal, President and CEO, Hibbett. Also, instead of having to check each item for in store availability, customers can shop their entire local store in a dedicated section on our website. The ability to "shop your store" and the choice to either buy or reserve items online offers a compelling new experience for our customers that will drive both online sales and in store purchases."

Reserving Online saves time and eliminates browsing and searching for specific items in person, allowing consumers to pick out the items they are interested in and to visit a store when it is most convenient for them. Typically, customers who reserve items are short on time, unsure of sizes or want to see merchandise in person. Regardless of the reason, consumers can reserve the items they want and decide in person whether or not to make a purchase, without any obligation.

Alternatively, the Buy Online, Pick Up In-Store service is a cost-effective and quick way for consumers to get the items they have purchased without paying for shipping costs or waiting to receive their shipment. Customers who are ready to make a purchase and need their items quickly, can save time by completing their purchases online and simply stopping by their local Hibbett store to pick up their merchandise.

Hibbett Sports stores provide athletes, fitness enthusiasts, fashionistas and *sneakerheads*, with access to newly released, exclusive and hard-to-find athletic apparel and footwear from brands like Nike, Jordan, adidas, Under Armour and more. Utilizing world-class

technology, Hibbett's new mobile app provides consumers with the tools they need to easily browse for products, enter sneaker raffles and make purchases from the palms of their hands.

Key BOPIS/ROPIS Features

- Shop your local Hibbett store online
- Reserve or [Buy and Pick Up In Store options](#),
- Reserve multiple items, with no obligation to purchase
- Same-day availability for pick up (within 90 minutes, up to two hours before store closing)
- Receive email or text communication, when merchandise is ready at the store
- Authorize someone else to pick-up your items for you

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, Under Armour and more. 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

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