

Hibbett Sports Announces Auburn Tigers Football Sponsorship Through 2019

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BIRMINGHAM, Ala., Oct. 5, 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 Auburn Tigers Football program that will run through the 2019 season, including a fully integrated partnership with the Tiger Walk.



"Hibbett Sports is an enthusiastic supporter of collegiate sports. We are proud to partner with the Auburn Tigers for three more years and offer this exciting program to engage with Auburn fans," said Jeff Rosenthal, President and CEO, Hibbett.

Through this unique partnership with the Auburn Tigers, Hibbett will provide an experiential "Shaker Shack" pop-up, adjacent to the Tiger Walk at three conference games including; Ole Miss, University of Georgia and the Iron Bowl against the University of Alabama. Fans who visit the interactive Hibbett Shaker Shack will receive their own shakers. Attendees can also show their support with Hibbett provided Tiger Walk posters to write messages on to cheer on the team.

Between September 1st and November 15th, Hibbett is hosting an interactive text-to-win promotion. Fans who participate can win prizes ranging from pregame hospitality packages and a Tiger Walk experience to conference game tickets.

"We are excited to extend our partnership with Hibbett Sports through this unique platform," states Chris Davis, Vice President and General Manager of Auburn Sports Properties. "Hibbett Sports is an icon in the retail space here in the state of Alabama, and we look forward to creating an incredible experience for our fans during one of our most popular traditions."

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, 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

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