

Hibbett & Nike Launch Connected Hibbett Rewards X NIKE Membership

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Hibbett, Inc.](#) (NASDAQ/GS:HIBB) today announced the launch of its Connected Partnership, connecting Hibbett and Nike's loyalty programs.

The newly integrated Hibbett Rewards X NIKE Membership will provide Hibbett shoppers with a host of new benefits and elevated retail experiences when they purchase Nike and Jordan products at a Hibbett store or online at [Hibbett](#).

Hibbett Rewards X NIKE Member Benefits

- Welcome Offer
- Access to Member-Only Products
- Curated Toe-2-Head™ Nike and Jordan outfit bundles
- Engaging Community Experiences
- Personalized Content
- Increased Convenience

Members can link their accounts and first-time subscribers can register for a new account and link at [Hibbett Rewards](#). To learn more about connected membership, check out these [FAQs](#).

"We are excited about the launch of our Connected Partnership with Nike," said Jared Briskin, EVP, Merchandising and Supply Chain, Hibbett. "Integrating Hibbett Rewards X NIKE Membership will transform the ways in which we engage and delight our members across all omnichannel touchpoints. It will further solidify our leading differentiated retail experience in underserved communities."

"The future of our marketplace is a connected one," said Jason Kirrer, VP, Nike North America Marketplace Partners. "We are excited to team up with Hibbett to launch our next connected partnership, providing consumers with exclusive experiences, personalized content and early access to Nike and Jordan member products."

In celebration of the launch of the Hibbett Rewards X NIKE Membership, customers will start to see a new look to the Hibbett Rewards page online, in the app and email marketing and will notice in-store signage surrounding the program. Customers will also enjoy four new [Small-Town Sneakerhead](#) episodes featuring sneakerheads from Georgia, Texas and Nevada in the coming weeks.

About Hibbett, Inc.

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with 1148 Hibbett and City Gear specialty stores, located in 36 states nationwide. Hibbett has a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Jordan, and adidas. 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 and @citygear on Facebook, Instagram and Twitter.

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Gavin Bell, VP Investor Relations & Treasury
(205) 944-1312

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