

Hibbett Sports Announces Social Media Sneaker Contest #MySneakersTakeMe #StyledbyHibbett

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BIRMINGHAM, Ala., Oct. 13, 2017 /PRNewswire/ -- Hibbett Sports (NASDAQ: HIBB), a Birmingham-based premium athleisure retailer operating more than 1,000 stores throughout the US and online, today announced a new social media contest in honor of National Sneaker Day on November 5th. The month-long promotion will kick off on October 16, 2017 and one weekly giveaway recipient will be selected each Friday until November 17, 2017.



"We are always looking for innovative ways to engage with our social media followers and having them share their favorite sneaker images on social channels, is a fun way for us to connect," said Sarah Sharp-Wangaard, Vice President Marketing, Hibbett.

Hibbett Sports is asking social media followers to snap and post their photos, capturing how and where they wear their favorite sneakers or kicks to Instagram and Twitter. To enter the Hibbett social media contest, followers simply need to tag @HibbettSports and use two hashtags, #StyledbyHibbett and #MySneakersTakeMe. Each posting will automatically enter them into a weekly drawing for a \$250 Hibbett Sports gift card, that can be used in store or online at www.Hibbett.com. There will be four winners total, two

winners will be selected on Twitter and two on Instagram between October 16th and November 17th.

Weekly winners will be contacted each Friday (one per week for four weeks), via social media and once winner has responded and confirmed, their winning image will be featured on www.Hibbett.com at Hibbett's discretion.

How do I enter the giveaway: to enter the Hibbett giveaway, snap and post a photograph, wearing your favorite sneakers to Twitter and/or Instagram, tag @HibbettSports, use hashtags #StyledbyHibbett and #MySneakersTakeMe. To be considered, all submissions must be received no later than, November 12th 2017 and early submissions are recommended. No purchase is necessary to win and the contest is open to anyone in the United States. For official rules, visit www.Hibbett.com/Giveaway.

How are giveaway winners selected: all submissions provided to Hibbett via social media will be considered and become property of Hibbett, once submitted. Winners will be randomly selected and Hibbett reserves the right to reject any submissions deemed inappropriate.

How and when will winners be notified: Each Friday between October 16 and November 17, 2017, Hibbett Marketing will contact the weekly winner via direct social media message. The winners of the weekly social media giveaway, will each receive a Hibbett Sports gift card worth \$250.

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.

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