

Hibbett Sports Partners With Jermaine "Funnymaine" Johnson To Kick Off Alabama Football Season

August 9, 2018

BIRMINGHAM, Ala., Aug. 9, 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 a partnership with comedian, Jermaine "Funnymaine" Johnson aka "The Bama fan on the couch" as the exclusive *Funnymaine Collection* licensed apparel in-store retail partner.



In celebration of the upcoming football season, the public is invited to attend the Hibbett Sports/Funnymaine launch party taking place on August 17, 2018 from 4pm to 6pm at the Hibbett Sports located at Brookwood Village in Birmingham. Jermaine "Funnymaine" Johnson will make an appearance at the #HibbettXFunnymaine launch party and will be giving away prizes, showcasing the latest in Funnymaine apparel and taking photos with fans.

"We have been sponsors of Alabama football for years and Jermaine "Funnymaine" Johnson captures the essence of what it is to be a true Alabama football fan," said Sarah Sharp-Wangaard, VP Marketing, Hibbett Sports. "We are excited to have him visit with fans at our Shaker Shack during select home games and make his iconic and fun apparel available to Hibbett customers."

As the exclusive in-store Funnymaine apparel partner, over 130 Hibbett Sports stores throughout southeast will carry the official University of Alabama licensed apparel, beginning in August. Consumers will also be able to purchase select items online at www.Hibbett.com. Funnymaine will also appear at the Hibbett Sports Shaker Shack on the University of Alabama Walk of Champions for the game against Texas A&M on September 22nd, the Missouri game on October 13th and at the Iron Bowl on November 24th. The

Hibbett Sports Shaker Shack will be on site for all University of Alabama home games, so fans can grab free shakers for the game and meet Crimson Tide legends.

"I'm excited to partner with Hibbett and give everyone a great experience and great merchandise from the true fan perspective," said Jermaine "Funnymaine" Johnson. "I love supporting the University and entertaining audiences, so this is a great opportunity to do both alongside the Hibbett brand."

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, Adidas, Jordan and more. The new Hibbett mobile app provides consumers with the tools they need to easily browse for products, enter sneaker raffles and make purchases from the palm of their hands.

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, Jordan 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, via mobile app or by visiting their nearest store, which can be found online at www.Hibbett.com. Follow us @HibbettSports.

About Funnymaine

Jermaine Funnymaine Johnson is a die-hard Alabama Football fan, lifetime class clown and has been a professional comedian since 2005. His talent has taken him from small stages, to large arenas, radio shows and major television appearances including ESPN, Fox Sports, TBS, Comedy Central and more. Funnymaine has featured for other star comedians like Kevin Hart, Steve Harvey, Rickey Smiley, Tony Rock, Tommy Davidson and several others. His web series and other online media keep millions of people around the country laughing every day. He can be heard daily on 95.7 Jamz in Birmingham hosting the afternoon drive and can be seen on the road touring as he packs out comedy clubs and concert halls all around the country. He most recently sold out shows in Los Angeles, Chattanooga and Little Rock, and has several upcoming shows in Nashville, Orlando and more. For more information on upcoming shows and appearances visit www.Funnymaine.com, and follow @Funnymaine for more fun and laughs.

Media Contact:

Wendy Yellin
925-519-3363
email: wendymarcom@yahoo.com



 View original content with multimedia:<http://www.prnewswire.com/news-releases/hibbett-sports-partners-with-jermaine-funnymaine-johnson-to-kick-off-alabama-football-season-300694427.html>

SOURCE Hibbett Sporting Goods Inc.