

HIBBETT ANNOUNCES COACH SYDNEY CARTER AS INNAGURAL SUPPORT HER SOLE RESIDENT EMPOWERING GIRLS AND WOMEN

HIBBETT

#SupportHerSole #Hibbett #CoachSydCarter

NEWS RELEASE BY HIBBETT, INC.


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Hibbett, Inc (NASDAQ:HIBB), a Birmingham based athletic-inspired fashion retailer with more than **1,100 Hibbett and City Gear** stores nationwide, today announced that retired **WNBA** player and Director of Player Development at University of Texas, **Sydney Carter** has been named a Hibbett **Support Her Sole Resident**. Hibbett first launched the **Support Her Sole** project in partnership with Nike in August of 2021, to support and empower Gen-Z girls and Millennial women to break barriers and be limitless.

Support Her Sole is a celebration of women who pave the way for others and a way to encourage Gen-Z girls and Millennial women to knock down boundaries and create their own through self-expression and by being themselves. Over the past two years, Hibbett in partnership with Nike has hosted *Support Her Sole* outreach events in communities across the country, provided \$150,000 in grants to women's athletic programs in schools, partnered with fashionable female creators and featured a diverse group of women who are breaking barriers, in key Hibbett marketing campaigns.

"We first launched the *Support Her Sole* project to positively highlight the stories of women and girls who are making a difference in the communities we serve and over the past two years it has blossomed into something more than we could have imagined," said Sarah Sharp-Wangaard, VP Marketing, Hibbett. "Sydney Carter represents the epitome of our *Support Her Sole* philosophy and we are thrilled to name her as our first official *Support Her Sole Resident*. Partnering with Sydney will help elevate our program by casting a wider net to engage, empower and positively impact current and future generations of girls and women."

As a *Support Her Sole Resident*, Sydney Carter will be a keynote motivational speaker at Hibbett *Support Her Sole* events, lead workouts for women's athletic teams at school assemblies and share her ideas and insights about empowering young girls to be successful in sports and life. Hibbett plans to host several *Support Her Sole* events with new Resident, Sydney Carter throughout the summer.

 Sydney Carter, Hibbett Support
Her Sole Resident photo credit:
David "Odiwams" Wright

Sydney Carter, Hibbett Support Her Sole Resident photo credit: David "Odiwams" Wright

"I am so honored to be a part of the Hibbett *Support Her Sole* campaign," said Sydney Carter. "This campaign is a stepping-stone in women supporting women. Women are important. Women are powerful. Women are beautiful. Women are smart. Women are trendsetters. Women are equally fit and capable. This campaign supports all of those attributes and as a woman, I am proud to be able to represent."

About Sydney Carter

Sydney Carter is a WNBA Veteran, NCAA Champion, Overseas Professional Basketball Player, and current Assistant Women's Basketball Coach at the University of Texas. She took the world by storm during the 2021-2022 basketball season where she received backlash for the pink pants she was wearing during her team's Breast Cancer Awareness Game - dubbing her "The Pink Pants Coach." Sydney is a representation that women in sports can be both feminine and stylish while getting things done on and off the court.

About Hibbett

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with 1,133 Hibbett and City Gear specialty stores located in 36 states as of January 28, 2023. 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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SYDNEY CARTER

SARAH SHARP-WANGAARD

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