

HIBBETT | CITY GEAR GIVING AWAY FREE SHOES FOR A YEAR TO COMMEMORATE NIKE AIR MAX MONTH 2023

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#AirMaxMonth2023 #MaxxedOut

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NEWS RELEASE BY HIBBETT, INC.

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Hibbett (NASDAQ:HIBB), an athletic-inspired retailer with more than 1,100 Hibbett and City Gear specialty stores nationwide, today announced an **Air Max Month** inspired giveaway with a grand prize of free sneakers for a year. The **2023 Air Max Month promotion** will run throughout the month of March to commemorate **Nike Air Max Day**, which is celebrated annually on March 26th.

"Nike Air Max is arguably the most iconic sneaker in history and we love to mark the anniversary each year with an exciting giveaway for someone to receive a wardrobe of new kicks," said Sarah Sharp-Wangaard, Vice President Marketing, Hibbett. "Air Max technology is an innovation that changed the sneaker game more than 30 years ago and couldn't be more relevant today."

The general public is invited to enter the **Air Max Month** giveaway, to win one year's worth of sneakers simply by **subscribing to Hibbett | City Gear emails**, following @hibbettsports and @citygear on Instagram, commenting on Air Max Giveaway posts on both channels and tagging three friends, before March 31, 2023.

Nike Air Max 1, designed by Tinker Hatfield was introduced on March 26, 1987 with a design that elevated Nike shoes with its unique air-cushioned technology and innovation. Each year the month of March is dedicated to celebrating the design and influence of the Air Max shoe, that is still beloved by countless fans today. Once again, Hibbett is proudly celebrating Nike Air Max and its impact with an **Air Max Month** giveaway of free sneakers for a year.



One randomly selected winner will be contacted via email by April 13, 2023 and once contacted, must respond within 48 hours. The Grand Prize is valued at \$3,000. The winner will receive one year's worth of free sneakers. Official rules and details about the giveaway can be found [here](#).

About Hibbett, Inc.

Hibbett, headquartered in Birmingham, Alabama, is a leading athletic-inspired fashion retailer with 1126 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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