



PROSPECTIVE VENDOR INFORMATION

The Link Between Retailers and Manufacturers

Sports, Inc. was founded in 1965 in Lewistown, Montana, as a means for independent sporting goods retailers to grow and prosper in a competitive marketplace. Since our beginning with seven outdoor stores, Sports, Inc. has grown into a nationwide network of member-owned stores involved in all facets of the sporting goods industry.

As a manufacturer working with Sports, Inc., you will benefit from our unique position in the industry. Sports, Inc. can help you sell your product through a national network of professionally operated independent sporting goods stores.



Our goal is to be an always improving, ever important link in the retailer-manufacturer partnership by utilizing these proven methods:

Why Sports, Inc.?

A Bright and Growing Future

Sports, Inc.'s diverse membership has given us the creativity and flexibility to prosper as we move into the future. Recognizing the constant need for growth and efficiency, our commitment to the future is to:

- Increase manufacturers' sales volume with our current membership.
- Increase our total membership each year.
- Continue to invest in technology and processes that allow our stores and vendors to electronically interact with our membership.

Financial Stability

Sports, Inc. pays for the merchandise; we are YOUR customer. We are extremely proud of our record of never missing a payment in our 53 year history. Because of our financial resources, Letters of Credit on each member, and our revolving line of credit with our financial institution, our suppliers are guaranteed 100% payment on all orders placed by current members. Our stores order from you, you ship to them, you invoice Sports, Inc. and you will be paid... guaranteed.

Only Sports, Inc. offers:

- Central Billing & Payment
- National Coverage
- Credit Guarantee
- Diversity of Membership
- Support of Your Total Product Line

Sports, Inc.

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National Coverage & Selling Power

We are comprised of more than 500 members with 770+ retail locations in 50 states and Canada. Last year our membership reached more than \$2.8 billion in retail sporting goods sales.

Promotion

Your product will be presented by a professional sales force at each member's store. Sports, Inc. has a members-only website that our members access on a daily basis. Approved vendors can take advantage of our website as an additional effective marketing and sales tool.

Buying Shows

Sports, Inc. shows are recognized as the premier buying shows in the sporting goods industry. Only invited, authorized vendors and buyers may attend. We limit the number of vendors so our shows are compact and productive.

Increased Sales

You will sell more to your current accounts who are Sports, Inc. members when there is a Sports, Inc. program in place. However, a Sports, Inc. program does not mean you have to sell to all members; you still control your distribution.

Ordering Procedure

Our members place orders with approved Sports, Inc. vendors just as they do now. The SI office is not involved in ordering processes.

Invoicing

All invoices from Sports, Inc. members should be sent to the Sports, Inc. office for payment. Sports, Inc. pays these on the 10th and 25th of each month. We pass on to our members the terms and discounts offered through your programs. Sports, Inc. then invoices its dealers the amount of the original invoice plus a small upcharge. We pay you and our members pay us.

Technology

As appropriate, Sports, Inc. can implement Electronic Data Interchange (EDI) and other electronic invoicing methods. Our commitment to technology can help you realize greater profit and ease of doing business.