



Finish Line's history began in 1976 when three friends decided to create a store with the latest and greatest styles of athletic footwear. Alan Cohen, David Klapper and John Domont—all avid runners—came up with a concept to bring athletic footwear to Indianapolis. They quickly discovered their idea already existed in the form of The Athlete's Foot (TAF). The threesome decided to purchase the franchise rights for TAF in Indiana and the greater Louisville, Kentucky area. They opened the doors of TAF in downtown Indianapolis in 1976.

In the beginning, Cohen practiced law and was involved on a part-time basis; Domont was a silent partner while Klapper ran the day-to-day business. By 1981, Cohen left his law practice and came into the business full-time. They had opened 12 TAF stores in Indiana and Louisville and wanted to continue to grow the business, however, all of TAF franchise rights had been sold by that time. Fortunately, there was no provision in their agreement as a TAF franchisee that prevented the threesome from opening a competing concept.

Finish Line was born.

Early in 1982, Cohen, Klapper and Domont asked two others to join them as they expanded. Larry Sablosky, a friend from Indianapolis with a background in retail, along with Dave Fagin from Puma, both signed on as partners. The five owners opened their first Finish Line store on July 2, 1982.

As the line between the two store concepts began to blur, the franchise rights for TAF expired, and in 1986, all TAF stores under their management were converted to Finish Line stores. By 1991, the company had grown to 105 stores in the Midwest and Southeast with annual sales of nearly \$100 million. To expand Finish Line's presence nationally, Cohen, Klapper, Sablosky and Fagin took the company public in 1992 (Domont opted to be bought out before the public offering).

In 1996, the company had grown to 220 stores and \$300 million in sales and Finish Line made two secondary public offerings. At this time, Fagin elected to retire. While the three remaining founders continued to concentrate on store growth, they also began to focus on the online channel. In July of 1999, finishline.com recorded its first sales with the online business doubling each year until 2004. At the end of fiscal year 2004, Finish Line had more than 500 stores. Finish Line hit the billion-dollar sales milestone for the first time in 2005.

Cohen, Klapper and Sablosky continued to find new ways to grow their company. In January 2005, Finish Line acquired Man Alive, a regional men's and women's street fashion apparel chain with 37 stores in nine states.

Finish Line continued to grow, adding new stores across the United States. In 2008, Alan Cohen retired from the business and the company appointed Glenn Lyon, Chief Executive Officer (CEO), and Steve Schneider, President and Chief Operating Officer. By 2009, Finish Line operated more than 700 retail stores. Changing fashion preferences and adjustments to the company's strategy also led the Finish Line to exit the Man Alive business in 2009.

In 2010, Finish Line continued to strengthen its balance sheet. Alan Cohen retired from Finish Line's board of directors and Lyon assumed the role of chairman while maintaining his position as the company's CEO. Sam Sato, formerly the company's Executive Vice President and Chief Merchandising Officer, was promoted to President of the Finish Line Brand. Sato, along with Schneider, began managing the company's day-to-day operations while Lyon sharpened his focus on the long-term growth of the business.

2011 brought a landmark acquisition in the ever-growing running specialty market as Finish Line invested \$8.5 million to acquire an 18-store chain of specialty running shops. In March 2012, Finish Line announced a \$10 million strategic investment by Gart Capital Partners in Finish Line's Running Specialty Group.

In April 2012, Finish Line announced its multi-year pledge to support Special Olympics as its signature cause, launching TRAIN – a first-of-its-kind sports assessment and nutrition education program designed to help athletes stay active and healthy. During the summer of 2012, Finish Line employees from stores and the Indianapolis headquarters volunteered at three Special Olympics summer games with plans to launch more Finish Line and Special Olympics volunteer initiatives in coming years. Furthermore, in October the company announced a multi-year sponsorship with the 2012 WNBA Champions Indiana Fever, which features the Finish Line logo on the jersey.

Also in 2012, amidst a celebration of 30 years in business, Finish Line began a multi-million investment in upgraded technology, which included putting mobile checkouts in each of its stores.

In September 2012, Macy's, Inc., one of the premier retailers in the U.S., and Finish Line announced that Finish Line-branded athletic footwear shops would be opened in more than 450 Macy's department stores in the U.S. and online at Macys.com through an exclusive partnership. Finish Line also began to manage the athletic footwear assortment and inventory in an additional 225 Macy's stores without the staffing or branding. The rollout process began in Spring 2013.

Successes in 2013 included growing the Running Specialty Group portfolio to 47 stores in 12 states and the District of Columbia. Build out with the Finish Line in Macy's partnership reached 198 branded or staffed shops and a Back-To-School campaign for Special Olympics raised more than \$500,000 in Finish Line stores. The Holiday campaign, also in stores as well as online, raised an additional \$1.5 million for Special Olympics and the Youth Foundation.

Today, Finish Line operates more than 650 stores in 47 states and continues to pursue our vision to be the most relevant omni-channel retailer by putting the customer first in everything we do.