



July 1, 2008

Dear Vendor,

We are pleased to announce the launch of our new POS Reporting program. We have partnered with Edifice Information Management to provide you with improved sales and inventory reports.

Edifice reports allow you to efficiently analyze sales, margins and inventory by department, class, store, color, size, and more. Preformatted analyses such as Top Products, Top Stores, Stock-to-Sales, Monthly Trending, and Stock-out Exposure are included. Reports are delivered in Excel pivot tables, making it easy for you to analyze the information. Your reports will be delivered each week via the Edifice web portal.

This program will officially replace the distribution of buyer reports from our merchant team effective July 1, 2008, and we are confident that you will find tremendous value in it. Our meetings will now revolve around fact-based analysis, which will allow us to effectively share ideas for improving assortments, optimizing inventory, and determining plans for the upcoming seasons. The improvement in planning and forecasting will ultimately improve the customer experience.

These new reporting capabilities are offered to you at a cost; however we are confident that you will quickly realize an ROI. With programs like this we can ensure the customer gets the right product, at the right place, at the right time.

If you are already an Edifice customer, please contact your Edifice account manager and they can get you started with Big 5 reporting. If you are new to Edifice, please contact Eric Engstrom at 510-816-4736 or EEngstrom@edificeinfo.com. You can also learn more about the Edifice reporting services via their website, www.EdificeInfo.com.

We look forward to a prosperous relationship with your organization and we continue to strive to make improvements that benefit both of our companies.

Sincerely,

A handwritten signature in blue ink that reads "Tom Schlauch".

Tom Schlauch
Senior Vice President, Buying
Big 5 Sporting Goods