



January 30, 2006

Valued Business Partner,

The Sports Authority, Inc. is pleased to announce the official launch of our sales and inventory program. [The Sports Authority and Edifice Information Management](#) partnered to bring you a comprehensive, cost effective and collaborative reporting program. This program will replace the current reports being generated by our Merchant Teams and you can expect the reports from the Merchant teams to discontinue as of February 27, 2006. Edifice Information Management will be the single source for all sales and inventory reporting for The Sports Authority.

This new program will offer you the following:

- Standard and customized reports on a weekly basis (for example: dollar/unit sales, Top 25 Items/Stores, Monthly Sales Trend, Stock to sales analysis, stock-out exposure etc.)
- File Transfer by Flat File Transfer, FTP, or 852
- Flexible cost options (Basic vs. Advanced reporting and simple 852)

We are excited about the opportunity to gather and share information with you, our vendor partners. Working with Edifice offers both you and The Sports Authority a new opportunity for increased analysis, smarter buys, maximizing reduced inventory and increasing sales. We will also realize improved planning and forecasting, more constructive and fact based buyer/vendor meetings, which will ultimately improve the customer experience in store. We embrace the power of information sharing today like never before as we realize the true benefit of collaboration.

These new reporting capabilities are offered to you at a cost, however we are confident the ROI will be quickly realized. This will be one of many programs that we will roll out to continually build the partnership between our merchants and our vendor community. With programs like this one we can ensure the customer "gets the right product, at the right place, at the right time."

We look forward to a long and prosperous relationship with your company and continue to strive to make improvements that benefit us both. For more information about Edifice, the program and report demos, please log onto [www.Edificeinfo.com/sportsauthority](http://www.Edificeinfo.com/sportsauthority) or call our Program Manager at Edifice, Paul Dangelmajer ([pdangelmajer@edificeinfo.com](mailto:pdangelmajer@edificeinfo.com) , Phone: 973-616-2929).

Sincerely,

A handwritten signature in black ink, appearing to read "David", is written over a light blue grid background. A vertical red line is positioned to the right of the signature.

David Campisi  
President, Sports Authority