

# FOOT LOCKER, INC.

October 20, 2004

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## **Champs Sports to Support College Football with Bowl Entitlement** *Orlando's Tangerine Bowl to be titled Champs Sports Bowl*

ORLANDO – **Champs Sports** (a division of Foot Locker, Inc. – NYSE: FL) and **Florida Citrus Sports** (FCS) have announced a partnership to present the **Champs Sports Bowl** in Orlando, Fla. The 2004 Champs Sports Bowl, formerly known as the Tangerine Bowl, will be played here on December 21 at 7:45 p.m. (EST), at the Florida Citrus Bowl Stadium and airs live on ESPN.

As part of the multi-year deal, Bradenton, Fla.-based Champs Sports will receive national exposure through both television and the Internet, and will be recognized in broadcast, outdoor and print advertising throughout Central Florida. Champs Sports will also enjoy a presence on in-stadium signage, collateral materials and through the FCS Bowl Patch program, a grassroots initiative designed to increase local support for the game using the patches worn by game participants.

“As the premiere mall destination for the core sports enthusiast, it is a natural fit for Champs Sports to partner with FCS for the Champs Sports Bowl,” said Rob Brodersen, vice president of marketing at Champs Sports. “We are excited to build upon our athletic heritage with this high profile college bowl game and strengthen our relationship with the core football fan.”

In support of the game, Champs Sports stores in the Orlando market, as well as in the markets of the competing teams, will carry Champs Sports Bowl apparel and accessories. The stores will also carry gear specific to the two ACC and Big 12 rival teams.

“Champs Sports is a perfect partner,” FCS President Dick Rivera said. “This agreement presents a wonderful opportunity to position the Champs Sports Bowl for significant growth and a successful future.”

This year’s Champs Sports Bowl marks the 15<sup>th</sup> year of the game, but only its fourth in Orlando. Before moving to Central Florida in 2001, the game was played at Pro Player Stadium in Miami for 11 years under various titles.

“We’ve enjoyed success with this game since bringing it to Orlando in 2001,” FCS Executive Director Tom Mickle said. “The support and enthusiasm shown by Champs Sports will help immediately and will allow us an opportunity to elevate the game in the near future.”

**Champs Sports** is part of Foot Locker, Inc., an athletic specialty retailer that operates approximately 4,000 athletic retail stores in 17 countries in North America, Europe and Australia. Through its Foot Locker, Footaction, Lady Foot Locker, Kids Foot Locker and Champs Sports retail stores, as well as its direct-to-customer channel [Footlocker.com/Eastbay](http://Footlocker.com/Eastbay), the Company is the leading provider of athletic footwear and apparel.

**Florida Citrus Sports (FCS)** is a not-for-profit membership organization dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida. FCS strives to reach these goals through its seven signature events, the Capital One Bowl, Cingular/ABC Sports All-America Team Celebration, The Villages Gridiron Classic, Champs Sports Bowl, OUC Half Marathon & 5K, Orlando Citrus Parade and Walt Disney World Florida Classic. For more information, visit the FCS web site at [www.fcsports.com](http://www.fcsports.com).

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