



FOR IMMEDIATE RELEASE
September 1, 2011

The Forzani Group Supports the Canada Games through Second Annual Fundraising Campaign

(September 1, 2011) Ottawa – The Forzani Group, a founding ten-year partner of the Canada Games and Canada's largest national retailer of sporting goods, has extended its support of the Canada Games to include a second annual fundraising campaign, starting September 1, 2011.

In 2010, the Forzani Group raised \$100,000 for the Canada Games during an in-store Canada Day campaign that ran from July 1 to July 4, 2010. This year's campaign will take advantage of Forzani's busy back-to-school period.

"Every dollar that is raised through the promotion will go directly to help fund the Canada Games Movement," says Sue Hylland, President and CEO of the Canada Games Council. "Thanks to the Forzani Group, these dollars will help promote the Canada Games and athlete development. Our thanks go to the over 14,000 Forzani Group employees, who are now some of the best and most visible Canada Games ambassadors to every customer that walks in their doors."

"FGL is grounded in the spirit of helping Canadians live healthy, active lives and we're pleased to continue to share this with our customers," said Michael Medline, President of The Forzani Group. "With this fundraising initiative, we're enabling our customers to continue to broaden this goal by bringing sport and activity to even more Canadians through their support of amateur athletes and the Canada Games."

Starting September 1, 2011, Forzani customers will have an opportunity to donate two dollars in support of the Canada Games. In-turn, they will receive a coupon for five dollars off their next purchase. In Quebec-based Atmosphere and Hockey Experts stores and nationally at any Sports Experts and Athletes World locations, the campaign will run from September 1-4, 2011. The same campaign will run at Sport Chek, Atmosphere, Sport Mart and Hockey Experts locations outside Quebec until September 11, 2011.

The Canada Games are a unique Canadian multi-sport event that provides our athletes with the opportunity to compete in a first class competitive event that will help to develop their skills for future Olympic Games and world championships.

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With the additional resources received through the Forzani fundraising campaign, the Canada Games will continue to work to develop champions. Every two years, over one million age eligible aspiring athletes within Canada Games sports are working and sacrificing to make it to the next Canada Games and over 100,000 of Canada's best developing athletes have participated since 1967. Canada Games Alumni use the experience to shine on the national and international stage. Canada Games alumni contributed to 16 of the 26 medals won, representing 61% of medals won at the 2010 Olympics in Vancouver. Alumni include some of Canada's most recognizable athletes including Steve Nash, Sidney Crosby, Cindy Klassen, Catriona LeMay Doan, Alexandre Despatie, Kristina Groves, Hayley Wickenheiser, and Adam van Koeverden and hundreds more.

Fundraising totals should be announced by November 2011.

For more information on this promotion, check out the Canada Games website at www.canadagames.ca, or visit the Canada Games Facebook page at www.facebook.com/CanadaGames.

-30-

About The Forzani Group Ltd.

The Forzani Group Ltd. is one of Canada's leading retailers of sporting goods, offering a comprehensive assortment of brand-name and private-brand products, operating stores from coast to coast, under the following corporate and franchise banners: Sport Chek, Sport Mart, Athletes World, National Sports, Sports Experts, Intersport, Atmosphere, Tech Shop, Nevada Bob's Golf, Hockey Experts, The Fitness Source and S3. Forzani also has websites for several of its corporate and franchise banners which can be accessed through its main website at www.forzanigroup.com

About the Canada Games

The Canada Games are Canada's largest multi-sport Games with 36 sports represented. Held once every two years, alternating between winter and summer Games, the Canada Games represent the highest level of national competition for up and coming Provincial and Territorial athletes. The Games have been hosted in every province at least once since their inception in Quebec City during Canada's Centennial in 1967. The Games are proud of their contribution to Canada's sport development system in addition to their lasting legacy of sport facilities, community pride and national unity.

The organization of the Canada Games is made possible thanks to the contribution and support of the Government of Canada, provincial/territory governments, the Host Societies, host municipalities and the Canada Games Council.

The 2013 Canada Summer Games will take place in August of 2013 in Sherbrooke Quebec while Prince George BC will host the Canada Winter Games in February 2015.