

SGB IS DEDICATED TO SERVING THE NEEDS OF THE CONTEMPORARY RETAILER OF SPORTING GOODS AND ACTIVE LIFESTYLE MERCHANDISE, AND THE MANUFACTURERS AND SUPPLIERS OF THIS \$30 BILLION INDUSTRY. *SGB* IS WRITTEN AND EDITED to provide its readers with insights, analysis and data that they are not getting from other sources. The magazine is designed to be educational, informative and thought provoking. Moreover, we bring our pages to life through a tightly managed group of media properties and proprietary events throughout the year. Our ultimate goal is to provide the sporting goods community with product information, business trends and reports on the retail landscape so they can better run their businesses, sell more merchandise and generate more revenue.

SGB. The Business of Sports.