



Media Release

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FOR IMMEDIATE RELEASE

For more Information Contact: Patrick Kenny
Director of Marketing and Communications
Canada Games Council
Tel: (613) 295 7160
e-mail: pkenny@canadagames.ca

The Forzani Group Ltd. Partners with Canada Games for Ten Years

(September 17, 2008) Ottawa – The Forzani Group Ltd. (TSX:FGL), Canada's largest retailer of sporting goods and the Canada Games Council (CGC) announced today a ten-year two million dollar partnership, designating The Forzani Group Ltd. (FGL) the Founding National Partner of the Canada Games and Official Retailer of the Canada Games.

Under the agreement, FGL, the largest and only national sporting goods retailer in Canada, will supply a yearly cash contribution from 2008 until the end of the year 2017, will leverage FGL brand media buying rates and be named a major sponsor at the next five Games.

"The Canada Games in our opinion is an exceptionally well run unique Canadian event that provides our athletes with the opportunity to experience a first class competitive multi sport experience," said Tom Quinn, President and COO, The Forzani Group Ltd.

The announcement comes at a time when the Canada Games Council and the current Prince Edward Island 2009 Canada Summer Games and the 2011 Canada Winter Games in Halifax are celebrating individual Games partners, but also leveraging sponsorships longer-term and building multiple Games partnerships.

"We are thrilled with this announcement," says Quebec's own Larry Smith, Chairman of the Canada Games Council. "Building longer term partnerships allows us to create better relationships with the corporate community, allows our partners to activate between and over more than one set of Games and places less pressure on future Host Societies when a percentage of the fundraising has already been secured. To have a partner of the Forzani Group's caliber is a wonderful accomplishment."

At the event, Marc Gagnon, Canada Games alumnus at the 1991 Canada Winter Games in Prince Edward Island and Canada's most decorated Winter Olympics athlete, spoke about the difference the Canada Games made to his athletic career and the importance of corporate support. The Canada Games are a key step in the development of Canada's next generation of national, international and Olympic Champions. At the recent Beijing Olympics, Canada Games Alumni represented over 40% of the Canadian Olympic team in sports that are on the Canada Games program.

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It was significant that the event took place in the Province of Quebec, as it is home to one of Forzani's main offices and the Quebec communities of Sherbrooke, Sept-Îles and the region known as the Laurentians, are all in the running to host the 2013 Canada Summer Games. The Quebec community to host the 2013 Canada Games, which will be announced in April of 2009, will be the next summer Games to benefit from the Forzani partnership.

The Canada Games Council is continuing to build longer term partnerships with corporate Canada with more announcements are to come in the fall of 2008.

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About The Forzani Group Ltd.

The Forzani Group Ltd. is Canada's largest national retailer 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, Coast Mountain Sports, Sport Mart, National Sports, Sports Experts, Intersport, Econosports, Atmosphere, Tech Shop, Pegasus, Nevada Bob's Golf, Hockey Experts, The Fitness Source and Athletes World. The Company also has websites for several of its corporate and franchise banners which can be accessed through its main website at www.forzanigroup.com <<http://www.forzanigroup.com/>> .

About the Canada Games

Held once every two years, alternating between summer and winter, the Canada Games represent the highest level of national competition for the next generation of national team athletes and future champions. 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. Since the first Games more than 100,000 young athletes have participated in the Canada Games.

The organization of the Canada Games is made possible through the tireless dedication of the local Host Society, the contribution and support of the federal, provincial/territorial and host municipal governments and the Canada Games Council. The 2009 Canada Games will take place in Prince Edward Island August 15 – 29, 2009 and the 2011 Canada Games will be held in Halifax, Nova Scotia.