



September 29, 2009

Dear Vendor Partner,

We would like to thank you for your support in providing content & imagery to be featured on the new SportChek.ca website, which will be available November 1st. We at the Forzani Group Ltd. are very excited about this initiative and the opportunity that it poses for FGL, Sport Chek and our partners!

At this time, we are beginning to address the Spring 2010 assortments for the Sport Chek on-line channel and would like to ensure that you are prepared for the content requirements that will be soon released, including copy & imagery for all style/colourways booked by the Purchasing Teams for Spring 2010 delivery.

Please review the attached outline of the On-line Channel Content Requirements included in the Forzani Vendor Standards Manual v2009.2.1 (Section 3.4). You will be contacted by the eCommerce Team directly regarding specific format requirements for the Spring 2010 on-line content submissions however in the meantime, should you have any immediate questions please do not hesitate to contact the FGL eCommerce Merchandising Team directly.

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We look forward to working with you in maximizing this exciting opportunity.

Sincerely,

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On-Line Channel Content Requirements

As per the press release of April 27th, 2009, The Forzani Group Ltd. announced an initiative to enhance our multi-channel strategy by entering into a partnership with GSI Commerce Inc. to provide e-Commerce solutions for the FGL sporting goods retail banners. As a result, vendor support for webstore content including copy & images are required for all style/colourways booked by FGL Merchandising.

Content submissions for the online channel, including copy & images for all product style/colourways booked by FGL Merchandising, will be required no later than 4-6 weeks after receipt of FGL purchase orders. All content submissions must comply with the format standards provided by FGL eCommerce Merchandising. Non-compliance charges will be assessed against incomplete, missing or late content (copy & image) submissions.

Questions or concerns should be addressed to FGL eCommerce Merchandising Team.

Copy Content Requirements:

The following will be required for each product style:

- Product Title
- Long Description
- Features
- Technical Specifications

Image Content Requirements:

The following will be required for each product style/colourway:

- Minimum of one image required for each style/colourway
- Alternate perspective images & colour swatches are also required where applicable

Digital Image Guidelines:

- 300 dpi
- Minimum 2000 x 2000 pixel (either height or width, or both) pixels preferred
- Any of the following formats: PSD, EPS, TIFF, JPEG, RGB or CMYK
- Include a clipping path, layer mask or alpha channel which allows isolation of the product from the background.
- SWATCH FORMAT: 40X20 pixels, JPG

Specific formats for all content submissions will be provided by the FGL eCommerce Merchandising Team.