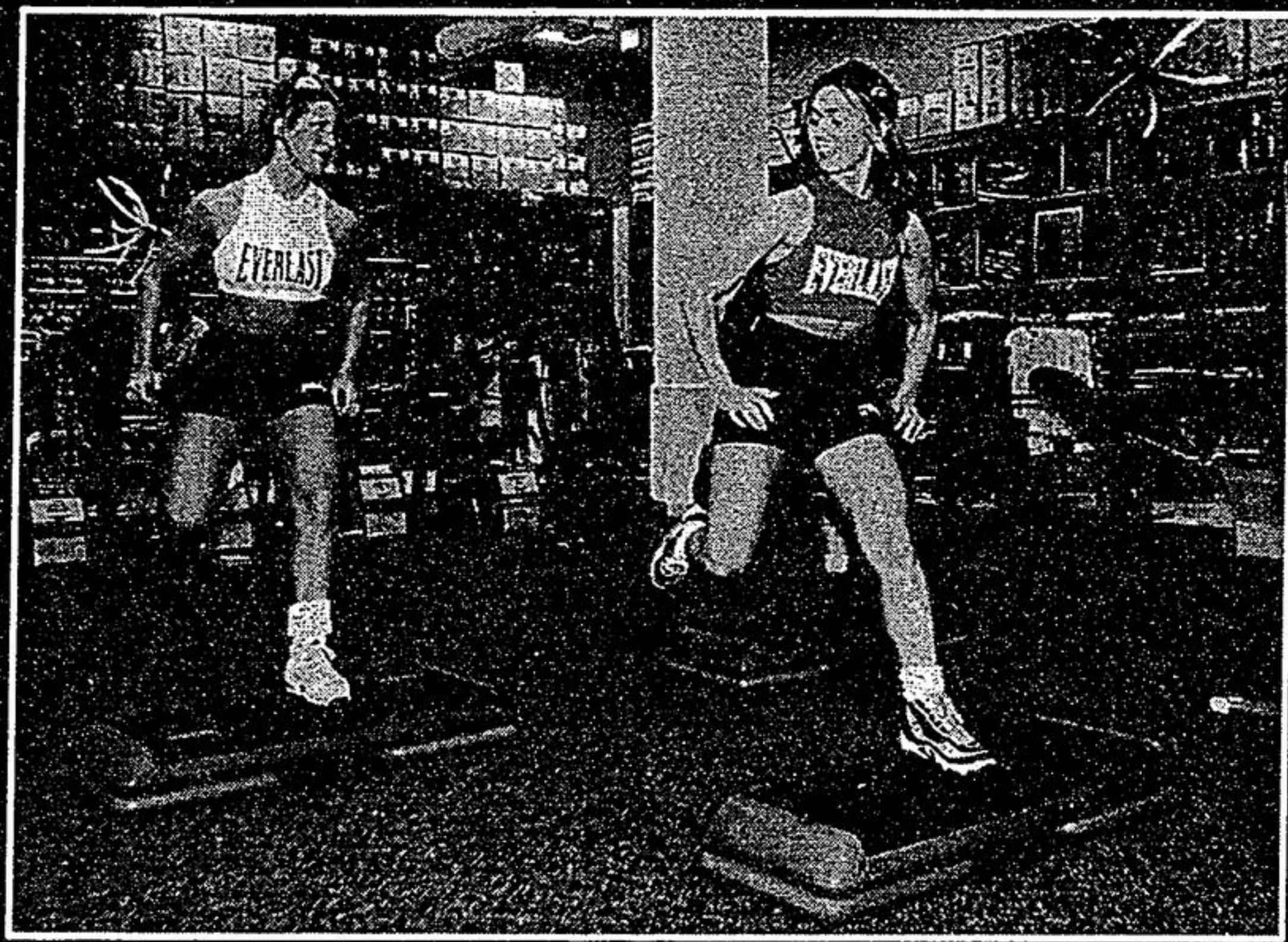


THE SPORTS AUTHORITY GRAND OPENING

The Sports Authority comes to Markham



At The Sports Authority, three things are guaranteed – big store selection, everyday low prices and speciality store service.

"Before we opened our doors, every staff member received extensive training," said Mark Hulme, The Sports Authority's general manager for Canada.

"They also went to product knowledge seminars for every manufacturer."

In addition, staff were chosen for their knowledge of the sport and their enthusiasm.

Staff are able to answer any question a customer has regarding the sport or related equipment and clothing.

"You don't often find (this kind of service) in the big stores."

The Sports Authority is a 224-store chain that has seven locations in Canada (other than Ancaster, all are located in The Greater Toronto Area), 10 in Japan and the rest in the United States.

All the stores are 40,000 square feet and carry over 20,000 items.

The newest Sports Authority, located in the First Markham Place, opened its doors Nov. 21.

Located on the ground level, the store has over \$4 million worth of equipment and apparel.

Customers will find everything from billiards and ping pong, hockey and fitness, skiing and snowboarding, fishing and camping, golf and tennis, swimming, bicycles and more.

"We have over 500 styles of footwear."

They also carry a full selection of men's, women's and children's clothing for all sports.

Never have to wait for a sale

"There is no need to wait for a sale," said Hulme.

"Our prices are as low or lower than the competitors sale prices."

A price guarantee policy ensures The Sports Authority is the lowest price.

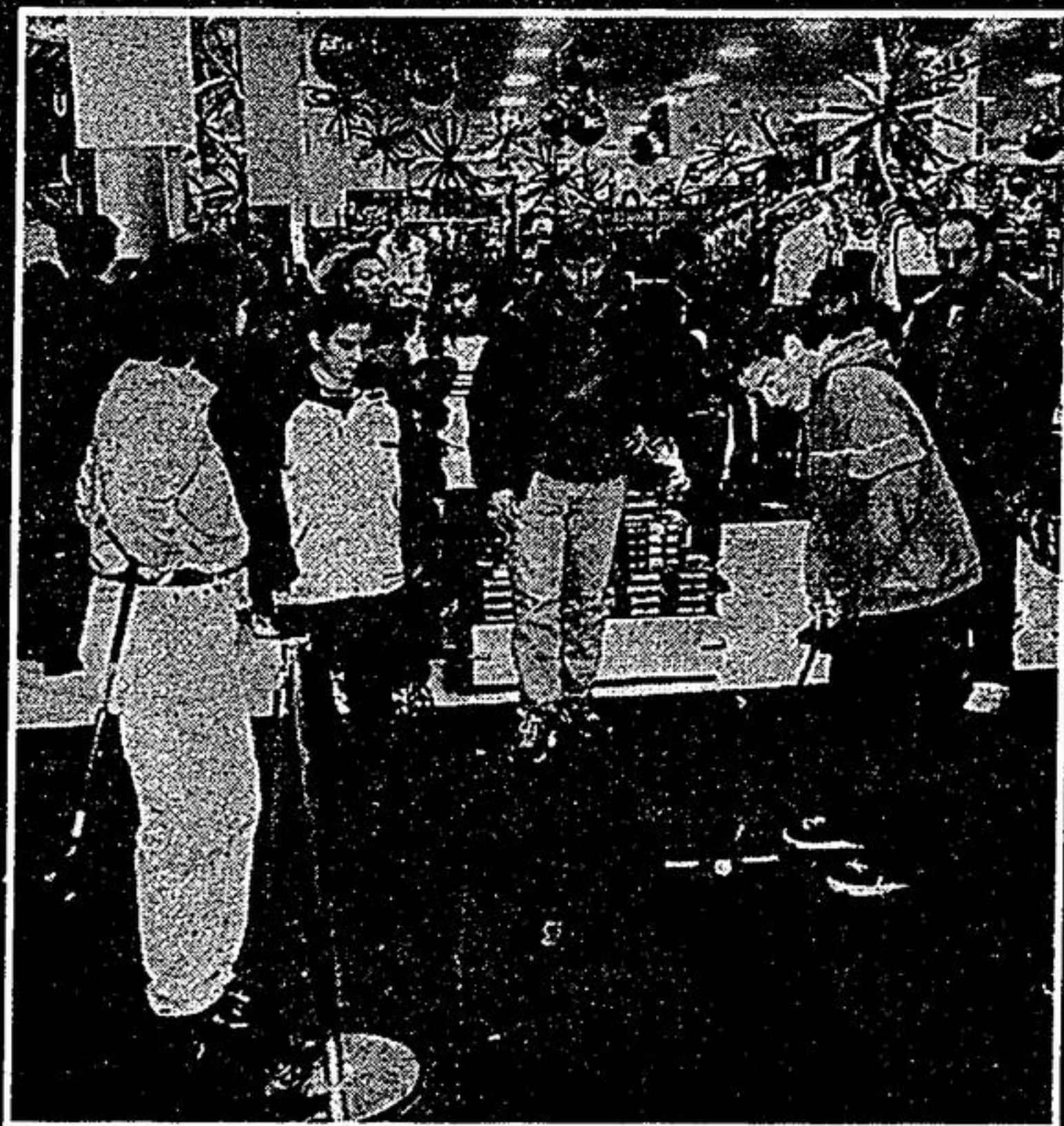
More than just equipment

The Sports Authority also offers numerous services including ski and snowboard binding installations, tune ups and waxing, skate sharpening, racquet stringing, bowling ball drilling, bicycle assembly and repair as well as delivery and assembly.

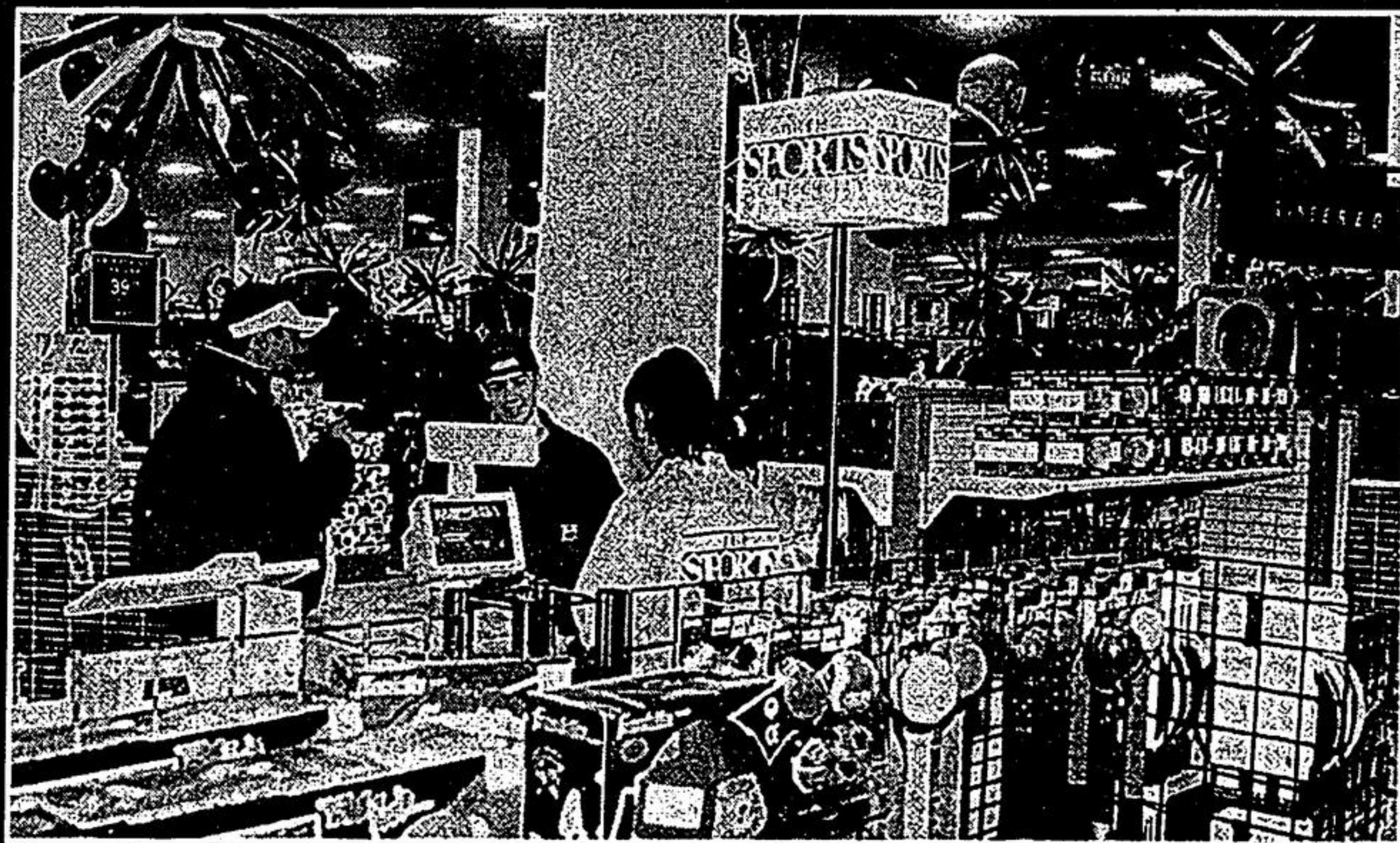
"We look forward to working with organizations within the community," said store manager Michael Kennedy.

The Sports Authority is located at 3275 Hwy. 7 E., which is one block east of Woodbine. They are open Monday to Saturday 9 a.m. to 9 p.m. and Sunday from 10 a.m. to 6 p.m.

For details call 305-8366.



On hand to celebrate the Grand Opening was L-R Store Manager Michael Kennedy, Mayor Don Cousens and The Sports Authority's General Manager for Canada Mark Hulme.



NOW OPEN

MARKHAM

(905) 305-8366
3275 Highway #7

