

Sport Chek Launches Chek My Moves Contest

Tuesday, 06 November 2007

Sport Chek, a corporate banner of The Forzani Group Ltd. (TSX:FGL), Canada's largest retailer of sporting goods announced the launch of their biggest winter contest ever, the "Chek My Moves Contest", featuring a "Best Video" Grand Prize package including a trip for four to Sunshine Village Resort, a private concert with illScarlett and a Hitachi 50" Television.

Don't get too excited you can only enter if your a canadian resident.

This innovative contest from Sport Chek is a microsite (checkmymoves.ca), where people are invited to submit their coolest snowboard/ski videos for a chance to win a total of over \$36,000 in prizes. A fully integrated promotion developed with SDMG, the contest will be promoted through online, television, newspaper, a text campaign offered exclusively in the Greater Toronto Area, and promoted through additional partners including; AIRMILES, The Student Price Card, and The Canadian Ski Council. The contest ends March 15th, 2008, full contest details are available at www.checkmymoves.ca.

The viral component of the "Chek My Moves" contest promotes both submitters and voters to invite friend(s) to view and vote for videos. Each invite provides an additional entry for the "Voter" Grand Prize, a trip for four to Whistler, BC, a Hitachi 50" Television and an Under Armour outerwear package, plus be eligible for a chance to win over \$5,000 in monthly prizes.

"This is by far our most interactive contest to date as it incorporates many elements of video, music, upload, forward, vote, and great prizes. It provides us with an opportunity to speak to a specific group and we are confident they will be drawn to the site to view and vote on the latest clips for their chance to win fantastic prizes", comments Christie Cameron, Manager Promotions and Sponsorship for The Forzani Group Ltd.

"Chek My Moves is exactly the kind of program we get excited about participating in, and we are proud to have worked so closely with the Marketing team at Sport Chek to launch ChekMyMoves.ca", comments Scott Martin, Managing Partner at SDMG. "The campaign conveys the excitement and fun of snowboarding and skiing allowing visitors to create their own video content and share it with others in the boarding community. We feel this program will help Sport Chek make a direct connection with an ideal demographic, spanning from family to avid snowboard/skiers alike".

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 five corporate banners: Sport Chek, Coast Mountain Sports, Sport Mart, National Sports and Hockey Experts. The Forzani Group Ltd. is also a franchisor under the banners: Sports Experts, Intersport, Econosports, Atmosphere, Pegasus, Tech Shop, Nevada Bob's Golf, Hockey Experts and The Fitness Source. The Company has websites for several of its corporate

and franchise banners which can be accessed through its main website at www.forzanigroup.com.

About SDMG

Strategic

Direct Marketing Group (SDMG) is a boutique direct marketing agency with a flare for response-based programs. SDMG works with companies in the retail, sport and travel industries helping them reach, acquire and retain customers with the right message at the right moment through direct media. SDMG uses a broad range of proprietary technologies to execute programs such as: Live Chat, E-mail Marketing, Direct to Desktop, contesting and analytics. The underpinnings of each program are in-depth strategy and traditional direct marketing tactics, giving customers the results they need. SDMG is headquartered in Calgary, AB and serves clients from Toronto to Vancouver and in the U.S. including: Best Buy, FutureShop, Sears, HBC, Intrawest, Palace Sports & Entertainment, Detroit Pistons, Coast Hotels, WestJet and The Forzani Group Ltd. Visit www.sdmg.ca for more information.

Chek My Moves Contest Legal

No purchase necessary.

Contest starts October 15, 2007. Video submission deadline is March 7, 2008. Voting ends and contest closes March 15, 2008. Contest is open to all residents of Canada (excluding Quebec) age 14 or older (if under 18 parental consent is required to enter). Must be, or become, a sportchek.ca member to participate. Skill testing question is required. Odds of winning depend on the number of entries, the timing of entry and the number of votes received. Video Prizes: Grand Prize: trip for 4 to Sunshine Village including round-trip airfare from select cities to Calgary, ground transfers, lift tickets, rentals, and accommodations for 4 days and 3 nights from April 3-6, 2008 at the Sunshine Inn, private concert at Sunshine Village with illScarlett, and a Hitachi 50" Plasma T.V. Approximate total retail value ("ARV"): \$11,100. Early bird prizes: Two (2) Headmount Camcorders. ARV \$650 each. Five Monthly Submitter Prizes: (1) Firefly Outerwear Package (jacket, pants, hat and gloves), a Hitachi DVD Hybrid Camcorder and \$200 Sport Chek gift card, ARV: \$1,185; (2) Powder Room or Ripzone Outerwear Package (jacket and pants), a Hitachi DVD Hybrid Camcorder and \$200 Sport Chek gift card, ARV: \$1,340; (3) Burton Outerwear Package (jacket and pants), a Hitachi DVD Hybrid Camcorder and \$200 Sport Chek gift card, ARV: \$1,360 (4) Orage Mens Outerwear Package (2 jackets, 1 pant, hat), a Hitachi DVD Hybrid Camcorder and \$200 Sport Chek gift card, ARV: \$1,700; (4) Under Armour Package (2 tops, 2 pants, 1 jacket, mock neck and beanie), a Hitachi DVD Hybrid Camcorder and \$200 Sport Chek gift card, ARV: \$1,907. Voting Prizes: Grand Prize: trip for 4 to Whistler including round-trip airfare from select cities to Vancouver, ground transfers, lift tickets for 4 days and accommodations for 5 nights (at a Whistler property to be selected by Tourism Whistler), a Hitachi 50" Plasma T.V. and a Under Armour Outerwear Package for 4. Trip must be completed by December 1, 2008. ARV: \$13,032.00. Five Monthly Voting Prizes: (1) Rossignol Snowboard Package (board and bindings) and \$200 Sport Chek gift card, ARV: \$550, (2) Ride Snowboard Package (board, bindings and boots) and \$200 Sport Chek gift card, ARV: \$900; (3) Burton Snowboard Package (board, bindings and boots) and \$200 Sport Chek gift card, ARV: \$1,000. (4) K2 Snowboard Package (board, bindings and boots) and \$200 Sport Chek gift card, ARV: \$1,160; (5) Head Snowboard Package (board, bindings and boots) and \$200 Sport Chek gift card, ARV: \$1,450. Complete rules and contest details available at www.chekmymoves.ca.

The foregoing information may contain forward-looking statements relating to the future performance of The Forzani Group Ltd. Forward-looking statements, specifically those concerning future performance, are subject to certain risks and uncertainties, and actual results may differ materially. The Company, in compliance with the reporting requirements of the various securities commissions, details these risks and uncertainties from time to time.

For more information, please contact

The Forzani Group Ltd./Le
Groupe Forzani Ltée

Christie Cameron

(403) 717-1400 ext 1765

Email: ccameron@forzani.com

Website: www.forzanigroup.com