

Finish Line Accelerates Omnichannel Commerce with Demandware

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Premium athletic retailer moves to cloud-based Demandware to drive innovation and growth

[Demandware®, Inc.](#) (NYSE: DWRE), a leader in on-demand ecommerce, today announced that [The Finish Line, Inc.](#) (NASDAQ: FINL), the premium retailer of athletic shoes, apparel and accessories, has launched new ecommerce and mobile commerce sites on the [Demandware Commerce platform](#). The initiative is part of the company's strategic move to a cloud-based digital commerce solution to power its omnichannel strategy. The company will also use Demandware to power Run.com, a specialty brand that focuses on all things running.

Finish Line Accelerates Omnichannel Commerce with Demandware with launch of new website
(Photo: Business Wire)

Finish Line is one of the largest mall-based specialty retailers in the United States, with more than 640

stores across 47 states and a significant online presence. The company's aggressive omnichannel growth initiatives drove its decision to move away from legacy in-house managed software to Demandware's flexible and scalable cloud-based solution. With Demandware, Finish Line has a customizable digital commerce platform that enables users to execute highly branded, personalized and consistent consumer experiences across channels. [Demandware's cloud model](#) eliminates the burden of infrastructure management and provides merchants and marketers with complete control over the user experience and site functionality, empowering them to drive innovation and growth, and accelerate time-to-market.

"Our goal is to transform our business, not just maintain it. We want to drive innovation and propel the business. Demandware reduces operational complexity and puts the power in the hands of our users to create world-class brand experiences. It provides customers a better and faster online experience, rather than having technology get in the way," said Chris Ladd, executive vice president and chief digital officer for Finish Line. "With Demandware's business model, we're mutually incentivized by success. We have a true partnership, and over the long-term, it's much more valuable than the standard vendor/client relationship."

The new finishline.com features an exciting new design and enhanced user experience, including:

- The ability to buy online and pick up at a Finish Line store location
- Real-time product inventory information provides accurate availability updates
- A mobile shopping site that leverages Responsive Web Design to optimally display on devices
- Seamless integration of Finish Line's Winner's Circle loyalty program into the shopping cart lets consumers view their points balance at checkout
- Enhanced brand landing pages showcase brand-specific content, such as products, offers, promotions, videos and blog posts
- Streamlined navigation and search functionality helps consumers locate products more quickly and efficiently
- Flash sales provide exclusive access to new, high-demand merchandise

"Finish Line is a true market leader with a compelling vision for omnichannel commerce," said Tom Ebling, CEO of Demandware. "With Demandware as its digital commerce backbone, Finish Line is able to move faster in a world of continually evolving consumer behavior. We look forward to a long partnership, driven by our mutual commitment to success and retail innovation."

About The Finish Line, Inc.

The Finish Line, Inc. is a premium retailer of athletic shoes, apparel and accessories. Headquartered in Indianapolis, Finish Line has 646 stores in malls across the U.S. and employs more than 11,000

sneakerologists who help customers every day connect with their sport, their life and their style. Online shopping is available at www.finishline.com and mobile shopping is available at m.finishline.com. Follow Finish Line on Twitter at [Twitter.com/FinishLine](https://twitter.com/FinishLine) and “like” Finish Line on Facebook at Facebook.com/FinishLineUSA.

Finish Line also operates, through a venture with Gart Capital Partners, the Running Specialty Group, including 24 specialty running shops in seven states and the District of Columbia under The Running Company and Run On! banners. More information is available at www.run.com.

About Demandware, Inc.

Demandware (NYSE: DWRE), is a leading provider of software-as-a-service (SaaS) ecommerce solutions that enable companies to easily design, implement and manage their own customized ecommerce sites, including websites, mobile applications and other digital storefronts. Customers use our highly scalable and integrated Demandware Commerce platform to more easily launch and manage multiple ecommerce sites, initiate marketing campaigns more quickly, and improve ecommerce traffic. For more information about Demandware, visit www.demandware.com, call 888-553-9216 or email info@demandware.com.

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