

Finish Line Appoints Jay Custard Vice President, Digital Marketing
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The Finish Line, Inc. (NASDAQ: FINL), a leading national retailer of athletic shoes, apparel and accessories, today announced that Jay Custard has joined the company as Vice President, Digital Marketing.

Custard's responsibilities include leading and directing corporate strategies involving digital customer acquisition, retention and superior customer satisfaction, as well as developing new strategies to support future growth.

He comes to Finish Line following four years with Crocs, where he most recently served as Vice President, E-Commerce, Global. Prior to Crocs, Custard was the Senior Online Marketing Manager for Crispin Porter + Bogusky/texturemedia, an award-winning digital agency in Boulder, Colorado, where Custard worked with clients, including Microsoft, American Express, Volkswagen and Domino's Pizza from 2006 to 2008.

"Jay's appointment is key to driving long-term growth for The Finish Line through aggressive expansion of our digital business," said Chris Ladd, Finish Line Executive Vice President, Chief Digital Officer. "Digital growth is essential as our company continues to execute an omni-channel strategy where customers must have a consistently great brand experience as they interact with us through all channels, including our stores, digital, mobile and social media. Jay's expertise and insights are critical to pursuing this strategy and resulting digital growth."

Custard holds a bachelor's degree in business administration/marketing from Westminster College in Fulton, Missouri.

About The Finish Line, Inc.

The Finish Line, Inc. is a premium retailer of athletic shoes, apparel and accessories. Headquartered in Indianapolis, the company has two retail divisions – Finish Line, which operates 644 Finish Line brand stores in malls across the United States, and the Running Specialty Group, which operates 19 specialty running shops in seven states and the District of Columbia under The Running Company banner.

Finish Line stores employ 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](https://facebook.com/FinishLineUSA).

The Running Company stores carry a deep assortment of performance running shoes, apparel and accessories. Their trained experts advise everyone from beginners to advanced runners and provide free gait analysis to ensure the proper fit for each customer. The Running Company is tightly connected to its communities, hosting regular neighborhood group runs and sponsoring local races. More information on The Running Company can be found at www.therunningcompany.net.

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Contact:

The Finish Line, Inc.
Alex Yovanovich, Corporate Communications, 317-613-6714

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