

ATHLETES WORLD SIGNS ON FOR 2009 STYLUS DJ AWARDS AND SPINFEST

Toronto & Calgary, Canada, March 6, 2009 — The Junior Jones Group is proud to announce it has signed on Athletes World as a Platinum sponsor for the 2009 Stylus DJ Awards & SpinFest which takes place this May 29th – June 2nd in Toronto, Canada. Athletes World is the premier specialty retailer of footwear and apparel in athletic and street fashion.

As part of the sponsorship and for the first time ever, the top nominated DJ's will perform live at specific Athletes World stores in Toronto, Vancouver, Edmonton, Winnipeg and Halifax during the month of May. Plus, Athletes World will be giving away prize packs to customers during each performance, as well as outfitting the nominated DJ in Athletes World footwear and trend wear.

“I'm very pleased to have Athletes World involved in this event and think it's a natural fit” says Edwin Jones Brefo, Junior Jones Group president. “Many of Athletes World's consumers and participants of the Stylus Awards are one in the same. This partnership will definitely help to build both brands and I'm looking forward to a very successful event.”

“Athletes World is excited to partner with the Stylus Awards, as music is the medium for our young, capricious audience, said Lorissa Dong, Marketing & Communications Manager for The Forzani Group Ltd. “At AW, we encourage personal style and expression. No other athletic retailer houses prestigious brands like Adidas, Nike, Puma, New Era, TapouT, PNB, Ecko, Ecko-red, Avirex, DC, Mayhem, Baby Phat and Groggy. We hold the formula for our customers to Stand Out.”

“What a great opportunity we at Stylus have to work with Athletes World for the 2009 Stylus DJ Awards and SpinFest” says Mike Zafiris, Stylus Group Founder. “For years Athletes World has been a staple in Canadian culture for some of the finest brands in fashion. With names like Nike, Fila, Mark Ecko and Puma to name just a few, partnering up with them is not only a perfect marriage but an absolute dream come true.”

The Stylus DJ Awards, now in its 4th year, recognizes and celebrates the talent and achievements of Canada's top DJs. Each year the event brings together hundreds of attendees including DJs, producers, recording artists, record label executives and tastemakers from across North America. The entire spectacle runs for four days and includes panel discussions, nomination parties across Canada, theme based events and other networking opportunities for DJs and fans of urban music and culture. To learn more visit www.stylusgroup.ca

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 the following corporate and franchise banners: Sport Chek, Coast Mountain Sports, Sport Mart, National Sports, Sports Experts, Intersport, Econosports, Atmosphere, Tech Shop, Pegasus, Nevada Bob's Golf, Hockey Experts, The Fitness Source and Athletes World. The Company also has websites for several of its corporate and franchise banners which can be accessed through its main website at www.forzanigroup.com.

About The Junior Jones Group

The Junior Jones Group is a boutique sponsorship agency providing sales outsourcing and consulting services to organizers of entertainment, sports, fashion, and cause events within but not limited to the urban market. The company also partners with companies throughout Canada and the U.S. to assist them in selecting sponsorship opportunities that will strengthen their brand awareness and increase the sales of their products and services in this sector.

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