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**Lombardi Sports is ready for REI, Sports Basement
History has prepared San Francisco family-owned retailer for new competitors**

San Francisco (October 1, 2003) – As a family-owned sports retailer with 55 years of experience in San Francisco, Lombardi Sports is ready for the new challenge presented by two high-profile competitors.

In mid-September, outlet retailer Sports Basement opened its second store on Mason St. in the Presidio of San Francisco, just 2.5 miles from Lombardi Sports 50,000 ft² store.

And on October 3, the Seattle-based REI, a national chain of outdoor recreation stores, will hold a grand opening for its first store in San Francisco.

Ken Lombardi, Lombardi Sports' VP of Marketing, says, "REI and Sports Basement are good at what they do, but Lombardi Sports offers a retail experience that we've fine-tuned for San Francisco, rather than a generic chain store experience, and we're confident that people will appreciate the difference.

"Specifically, we're confident that we can offer a more consistent selection than Sports Basement, as well as bikes and other hardgoods that they don't carry.

"As for REI, they compete directly with us on more levels, but my family's 55-year history in San Francisco has allowed us to reach people on a more personal level than a national chain.

"We're here because San Francisco is our home, not just a market to sell to."

Lombardi Sports houses 6 departments, each operating as a self-sufficient unit. These include full-service bike and snow sports shops; outdoor equipment and apparel; athletic shoes; athletic clothing and sunglasses; and team sports and fashion.

Steve Lombardi I founded the business in 1948 as Park Presidio Sporting Goods on Clement St. in San Francisco's Richmond District, and was joined soon after by his son, Steve Sr., who, with over 50 years of involvement, remains Lombardi Sports' CEO and President.

Currently managed by a third generation of Lombardis, Steve Jr. and Ken, Lombardi Sports moved in 1993 to its current location of 1600 Jackson St. at Polk St. in the vibrant Russian Hill neighborhood.

Lombardi Sports is perhaps best known for its involvement in bicycle racing, where it is the only bicycle retailer in the US that is a title sponsor of an internationally registered pro cycling team.

And in addition to the marketing benefits from the underdog Ofoto/Lombardi Sports Pro Cycling Team's dominating pre-race media coverage of the recent T-Mobile International, Lombardi Sports also hosted a pre-race event featuring the Saturn Cycling Team, including eventual race winner Chris Horner.

Of the T-Mobile International, Ken Lombardi says, "Lombardi Sports is proud to be involved with another part of the fabric of San Francisco."

Although the presence of that event has been a boon for Lombardi Sports over the last three years, the store has flourished since its inception by continually evolving along with San Francisco's diverse sports community.

Says Ken Lombardi, "Back when my grandfather was doing gun repair on Clement St in the 1950's, he never could have imagined that Lombardi Sports would eventually sell everything from Von Dutch designer jeans to Lance Armstrong's \$5,000 Trek bicycle.

"No other retailer in San Francisco, old or new, can match our history and selection."

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