

Biography of Nate S. Goody, President and CEO, XYZ Sports

Nathan Goody founded XYZ Sports in 1985 with one of his high school football teammates. The two friends discovered a need for a football specialty store to service their hometown and the surrounding Delaware area, as many football players had to drive over 45 minutes for equipment. In 1987, Nate became the sole owner of XYZ Sports.

In 1991, offerings expanded outside of football to include hockey, lacrosse and baseball, which are the product lines that are still offered at XYZ Sports today. Nate and his team found this expansion extremely necessary due to the significant popularity of baseball and the increased popularity of hockey and lacrosse in the target market.

In 1999, XYZ Sports expanded to begin offering a team dealer side of operations. In select markets, XYZ retailers work directly with schools and travel teams to offer team-branded equipment.

Today, there are over 130 XYZ Sports retail stores spanning across the northeast coast of the United States.

Nate has also been the backbone of XYZ Sports' community outreach, by providing protective equipment to underprivileged children through an organization called *Level the Playing Field* based out of Maryland. Nate works with his wholesaler and organizations XYZ Sports sells team goods to in order to provide enough equipment for at least one team from each line of XYZ Sports' product offerings (i.e. the company will donate a team's worth of helmets for football, hockey, lacrosse and baseball).

Nate continues to work hard to improve XYZ Sports each day by attending trade shows and conferences, as well as lead by example for community outreach.