

***** Exercise Your *Right* to Vote *****

**Important Notice Regarding the Availability of Proxy Materials for the
2017 Annual Meeting of Shareholders to Be Held on July 13, 2017.**

THE FINISH LINE, INC.



THE FINISH LINE, INC.
ATTN: CHRISTOPHER C. ECK
3308 NORTH MITTHOEFFER ROAD
INDIANAPOLIS, IN 46235

Meeting Information

Meeting Type: Annual Meeting
For holders as of: May 12, 2017
Date: July 13, 2017 **Time:** 9:00 a.m., EDT
Location: Finish Line Customer Central
3308 N. Mitthoeffer Road
Indianapolis, IN 46235

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

This notice also constitutes Notice of the 2017 Annual Meeting of Shareholders.

See the reverse side of this notice to obtain proxy materials and voting instructions.

— **Before You Vote** —
How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

NOTICE AND PROXY STATEMENT ANNUAL REPORT ON FORM 10-K FORM OF PROXY

How to View Online:

Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before June 30, 2017 to facilitate timely delivery, otherwise you may not receive a paper or e-mail copy.

— **How To Vote** —

Please Choose One of the Following Voting Methods

Vote In Person: Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares. For meeting directions to Finish Line Customer Central, please call (317) 899-1022, extension 5.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow → XXXX XXXX XXXX XXXX (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

The Board of Directors recommends you vote FOR the following:

1. To elect three Class I directors to serve on the Company's Board of Directors until the 2020 Annual Meeting of Shareholders.

Nominees:

- 01) Glenn S. Lyon
- 02) Torrence Boone
- 03) William P. Carmichael

The Board of Directors recommends you vote FOR proposals 2 and 3, and for every "1 Year" on proposal 4.

2. To ratify the selection of Ernst & Young LLP as the Company's independent registered public accounting firm for the Company's fiscal year ending March 3, 2018.
3. To approve a non-binding advisory resolution approving the compensation of the Company's named executive officers.
4. To approve, on a non-binding advisory basis, the frequency of the shareholder vote on the compensation of the Company's named executive officers.

