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PAIVA WOMEN'S ATHLETIC FASHION BOUTIQUE TO MAKE DALLAS DEBUT

Indianapolis, IN, July 25, 2006 – The Finish Line, Inc. (Finish Line), one of the nation's leading athletic specialty retailers, today announced that it will open its fifth Paiva store in Dallas, TX on Monday, July 31st at NorthPark Center.

Paiva (pronounced pie-vah) is a unique, multi-channel, premium athletic specialty store that features retail store locations in addition to www.paiva.com and a catalog. The stores will deliver an upscale shopping experience for active women who demand an elevated level of service and style, and seek a blend of fitness and fashion apparel, footwear and accessories.

Premium athletic and lifestyle brands carried in the Paiva stores include Nike, adidas, Puma, Nuala, Ralph Lauren, Fila, Prana, Asics, Brooks, Three Dot, OMgirl, Moving Comfort, Marika, Mari Dade, Under Armour and more. Paiva stores will also feature private label apparel called Paiva Essentials that include tanks, tees, pants and capris. In addition, Paiva will offer accessories, as well as branded footwear that blend performance with style.

"We feel that the newly renovated North Park Center is an ideal location to open one of our new concept stores," says Alan Cohen, CEO and Chairman of Paiva's parent company The Finish Line, Inc. "Dallas is a vibrant city known for its active lifestyles and fashion forward consumers, and NorthPark is a premier shopping destination for upscale, active women."

Austin-based firm Mann & Mann Architects, Inc. is behind the design of the new Paiva stores, which are luxurious, clean and simple. Each element of the store was designed with the female customer in mind. This includes everything from the bamboo floors to the mobile wall units to the fitting rooms, which are easily accessible for strollers.

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About Finish Line

The Finish Line, Inc. is one of the nation's leading athletic specialty retailers offering the best selection of footwear, apparel and accessories for men, women and kids. Finish Line is publicly traded on the NASDAQ National Market under the symbol FINL and currently operates 670+ Finish Line stores in 48 states and online. In addition, the Company also operates 67 Man Alive stores in 16 states and six Paiva stores. To learn more about each, please visit their respective websites at www.finishline.com, www.manalive.com and www.paiva.com.

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