

THE FINISH LINE, INC.
INSIDER TRADING POLICY
(Amended and Restated effective January 13, 2016)

This policy supersedes all previous insider trading policies adopted by The Finish Line, Inc.

Please read this Insider Trading Policy carefully and make sure you understand it. If you have any questions about it, please contact the Company's General Counsel. After you have read this Insider Trading Policy and confirmed that you understand it, please sign and return the Certification at the end of this document to the Company's Corporate Counsel - SEC.

Purpose

This Insider Trading Policy ("Policy") applies to, and sets forth the general standards for, the Board of Directors, Executive Officers, and certain other employees, and certain consultants and contractors, of The Finish Line, Inc. and its subsidiaries (collectively, the "Company") with respect to engaging in transactions in the Company's stock, restricted stock, bonds, debentures, stock options, puts, calls, and other securities (collectively, "securities", and each individually, a "security") and securities of other publicly-traded companies. Federal and state securities laws prohibit buying, selling, or other securities transactions by persons who have material information that is not generally known or available to the public. These laws also prohibit persons with material nonpublic information from disclosing such information to others.

For purposes of this Policy, "trade" or "trading" includes: (i) purchases and sales of securities, (ii) exercise and sale of stock options, (iii) other trades you make pursuant to an investment direction under an employee benefit plan, and (iv) any gift, donation, or other transfer of securities.

You are responsible for ensuring that you do not violate federal or state securities laws or this Policy. This policy is intended to promote compliance with the federal and state securities laws and to protect you and the Company from the serious liability and penalties that can result from violations of these laws.

General Trading Restriction

You may not trade in the securities of any company when you know material nonpublic information about that company. This restriction on "insider trading" is not limited to trading in the Company's securities. It includes trading in the securities of other companies, such as the Company's customers, suppliers, or firms with which the Company may be negotiating a major transaction. Remember that even if the information is not material to the Company, it may nevertheless be material to another company.

"Tipping" Information

You may not pass on or provide material nonpublic information, including information of the Company, to others or recommend that anyone purchase or sell any securities based on material

nonpublic information. This practice, known as “tipping”, also violates the securities laws and can result in the same civil and criminal penalties that apply to insider trading. These laws and penalties apply even if you do not receive any money or derive any benefit from trades made by persons to whom you provided or passed material nonpublic information.

Related Persons

The restrictions in this Policy also apply to any “Related Person”, and you are responsible for compliance with this policy by those persons. A “Related Person” includes your spouse, minor children, immediate family members, and anyone else living in your household; partnerships in which you are a general partner; trusts of which you are a trustee; estates of which you are an executor; and anyone else acting on your behalf.

Definition of Material Nonpublic Information

Material Information. Information is material if there is a substantial likelihood that a reasonable investor would consider it important in deciding whether to buy, hold or sell a security. Any information that you could expect to affect the price of the security is material. Common examples of information that may be material include, but are not limited to:

- Earnings information.
- Mergers, joint ventures, acquisitions, tender offers, or significant changes in assets.
- New products or discoveries or significant developments regarding customers or suppliers.
- Changes in senior management, other major personnel changes, or labor negotiations.
- The declaration of a stock split or the offering of additional securities.
- Financial liquidity problems.
- Changes in pricing or discount policies.
- Changes in the Company’s auditors or a notification from its auditors that the Company may no longer rely on the auditors' reports.
- Major events regarding the Company's securities.
- Significant exposure due to actual or threatened litigation.

Both positive and negative information can be material. Federal and state securities investigators will scrutinize a questionable trade after the fact with the benefit of hindsight, so you should always err on the side of deciding that the information is material and not trade. There is no exception for transactions that may seem necessary or justifiable for independent reasons, such as

the need to raise money for an emergency expenditure. If you have questions regarding specific information, please contact the Company's General Counsel.

Nonpublic Information. Nonpublic information is information that is not generally known or available to the public. We consider information to be available to the public only when:

- It has been released to the public through appropriate channels, e.g., by means of a press release or a widely disseminated statement from a senior officer; and
- Enough time has elapsed to permit the investment market to absorb and evaluate the information. As a general rule, you should consider information to be nonpublic until the commencement of the business day after public disclosure.

Unauthorized Disclosure

All Company personnel must maintain the confidentiality of Company information, including material nonpublic information, for competitive, security, and other business reasons, as well as to comply with securities laws. All information you learn about the Company or its business plans is potentially nonpublic information until we publicly disclose it. You should treat this information as confidential and proprietary to the Company. You may not disclose it to others, including through the use of e-mail or the Internet, including Related Persons, other relatives, friends, or business or social acquaintances.

Legal rules govern the timing and nature of our disclosure of material information to outsiders and the public. Violation of these rules could result in substantial liability for you, the Company, and Company management. For this reason, we permit only specifically designated representatives of the Company to discuss the Company and its affiliates with the news media, securities analysts, and investors. If you receive inquiries of this type, you should refer them to the Company's General Counsel or, in his or her absence, to the Chief Financial Officer.

Company Insiders

Company personnel with responsibilities that will likely provide them with access to material nonpublic Company information are designated as "Company Insiders". Company Insiders are designated in the sole discretion of the Company and any such designation shall be binding. The Company maintains a list of these individuals and if your specific employment responsibilities are determined by Company management to sufficiently designate you a Company Insider, you will be notified of such designation. If you are a Company Insider, you will be required to read this Policy and confirm your compliance with it via the Certification at the end of this document. Your trading activity of Company securities will also be limited to certain Trading Window periods, as discussed further below.

Trading Window

Generally, the Company designates a "Trading Window" as the twenty-five business days (which the NASDAQ Stock Market is open for trading) that begin the business day following each

release of the Company's quarterly earnings to the public. A Trading Window should not be considered automatic. Company Insiders will be notified in advance when the Company has determined to open a Trading Window. Remember that even during an open Trading Window, you may not trade if you have material nonpublic information about the Company at the time of the trade, unless you are trading pursuant to a pre-arranged trading plan approved by the Company's General Counsel.

Trading Approval

If you are designated as a Company Insider who must obtain prior approval before executing any trade involving Company securities, or if you are a Covered Person (as defined below), and you or any Related Person is planning to trade in Company securities, you must first obtain written authorization and approval from the Company's General Counsel before commencing any such trade, unless the trade is being made pursuant to a pre-arranged trading plan (discussed below). The General Counsel will consult as necessary with senior management of the Company before approving any proposed trade.

If we advise that you may trade your Company securities, you may trade the securities only within the applicable Trading Window after receiving approval. However, if you acquire material nonpublic information concerning the Company during that time, you may not trade until such material information has become public or is no longer material.

If we advise you that you may not trade or transfer Company securities, you may not trade the securities under any circumstances, and you must not inform anyone within or outside of the Company of the restriction. This trading restriction will remain in effect until you receive approval from the Company's General Counsel to trade. In addition, from time to time, we may advise you that no trading will be permitted until further notice. In that case, you may not disclose such restriction to anyone within or outside the Company.

Trading Plans

Certain Company Insiders may trade Company securities pursuant to pre-arranged trading plans. The Company's General Counsel shall designate from time to time which Company Insiders shall be allowed to enter into such trading plans and the policies for such trading plans. All pre-arranged trading plans shall be entered into and approved during Trading Windows.

Post-Termination Transactions

A former Company Insider who is no longer employed by or affiliated with the Company, but who has material nonpublic information, must continue to comply with the Insider Trading Policy and may not trade in Company securities until the material information in his or her possession has become public or is no longer material.

Speculative Trading and Hedging

Short sales, trades in puts or calls, hedging, and other speculative transactions all have unique potential for abuse of material nonpublic information. Accordingly, you are not permitted to

engage in these activities with respect to the securities of the Company. If you have a question as to whether a transaction is speculative, please contact the Company's General Counsel. Ignorance of a speculative transaction is not an excuse for violating this policy.

Section 16 Reporting

Reporting Persons. Section 16 of the Securities Exchange Act of 1934, as amended, requires the Company's Board of Directors and Executive Officers (collectively, "Covered Persons", and each, a "Covered Person") to file reports reflecting transactions in the Company's securities (including derivatives related to such securities). Each person who is or becomes a Covered Person must file reports concerning his or her beneficial ownership of the Company's securities with the Securities and Exchange Commission ("SEC"). There are three types of forms that must be submitted on a timely basis to comply with Section 16 reporting requirements:

- Form 3 for First-Time Filers
- Form 4 for Changes in Beneficial Ownership
- Form 5 for Annual Reconciliation

It is the Company's policy that the ultimate responsibility to prepare and timely file Forms 3, 4, and 5 rests with the Covered Person, and not with the Company. However, as an accommodation to the Company's Covered Persons, it is the Company's practice to furnish, prepare, and file Forms 3, 4 and 5 for the Covered Persons, and the Company may send each Covered Person reminders or alerts from time to time. Each Covered Person is obligated to promptly provide information to the Company's General Counsel or Corporate Counsel - SEC concerning any change in his or her beneficial ownership of Company securities to ensure timely filing of the appropriate form(s).

Short Swing Profits. Covered Persons face strict liability for effecting non-exempt purchases and sales (or sales and purchases) in the Company's securities within a six (6) month period that result in a short swing profit. Section 16 compels the Covered Person to disgorge all profits gained in such a transaction and the proceeds of any such disgorgement are turned over to the Company.

Severe Penalties

If you commit insider trading violations, you may have to pay civil fines in amounts up to three times the profit gained or loss avoided by such trading, as well as criminal fines of up to \$5,000,000. You also may have to serve a jail sentence of up to 20 years. You are solely responsible for such fines and sentences, and the Company bears no responsibility or obligation in this regard. In addition, the Company could have to pay additional civil fines as imposed by the SEC. You shall indemnify and hold the Company harmless for any insider trading violations committed by you or any Related Persons.

Personal Responsibility and Assistance

Remember, you bear the ultimate responsibility for adhering to this Policy and avoiding insider trading and other improper or illegal trading. **If you violate this Policy, we may take disciplinary action against you, including termination of your employment or relationship with the Company. If you have any questions about this Policy or the application of this Policy to your particular case, you should seek guidance from the Company's General Counsel.**

Waivers

The Company's General Counsel, in his or her sole discretion, may waive any provision of this Policy in a specific instance.

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The Finish Line, Inc. Insider Trading Policy

CERTIFICATION

I have received The Finish Line, Inc. Insider Trading Policy. I hereby certify that I have read, understand, and will comply with that Policy at all times. I understand that my failure to fully comply with the Company's rules, regulations, and policies, including the Policy, is a basis for termination of my employment or relationship with the Company or any of its subsidiaries.

Sign Here

Printed Name: _____

Date: _____