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FINISH LINE INC /DE/
Form 8-K
July 31, 2003

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 or 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): July 31, 2003

The Finish Line, Inc.

(Exact Name of Registrant as Specified in Charter)

Delaware (State or Other Jurisdiction of Incorporation)	0-20184 (Commission File Number)	35-1537210 (IRS Employer Identification No.)
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3308 North Mitthoeffer Road, Indianapolis, Indiana (Address of Principal Executive Offices)	46235 (Zip Code)
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Registrant's telephone number, including area code: (317) 899-1022

N/A

(Former Name or Former Address, if Changed Since Last Report)

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ITEM 5. OTHER EVENTS.

The Company announced today that Alan Cohen, the Company's President and CEO, David Klapper, the Company's Senior Executive Vice-President, and Larry Sablosky the Company's Senior Executive Vice-President, have each entered into separate Sales Plans with a brokerage firm under SEC Rule 10b5-1c pursuant to which Mr. Cohen, Mr. Klapper and Mr. Sablosky will sell, subject to predetermined minimum price conditions, up to an aggregate of 250,000, 250,000 and 127,842 shares, respectively, of the Company's Class A Common Stock during the term of the Sales Plans. Trading under the Sales Plans may occur from July 30, 2003 through and including December 30, 2003.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE FINISH LINE, INC.

Date: July 31, 2003

By: /s/ Steven J. Schneider

EVP-COO, CFO, & Assistant Secretary

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