



NEWS RELEASE

# DICK'S Sporting Goods Adds Vuori to Its House of Sport Assortment

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DICK'S Sporting Goods is expanding its premium apparel assortment with the addition of Vuori, now available in select **DICK'S House of Sport** locations for the first time. Known for its premium performance apparel and elevated everyday styles, Vuori brings a versatile, California-inspired aesthetic to DICK'S athletes (customers) as each product is crafted with intention, quality and a fabric-first approach to strike the perfect balance between functionality and simplicity.

Launching in 12 House of Sport stores, this introduction reflects DICK'S continued focus on curating a differentiated product mix – bringing in brands that resonate across sport, style and daily wear. Athletes will be able to experience Vuori's signature fabrics and best-selling styles in person, reinforcing the hands-on, immersive retail environment that defines the House of Sport concept.

"We see tremendous opportunity to introduce new and unexpected brands that move with our athletes — across activity, lifestyle and everything in between," said Lauren Salzinger, VP of Merchandising Softlines at DICK'S Sporting Goods. "Vuori is an elevated expression of that shift and House of Sport allows us to showcase the assortment in a way that feels authentic to the brand. We're excited to welcome Vuori into our stores and know our athletes will be too."

Vuori apparel and accessories, priced from \$50-200, will be available at the following DICK'S House of Sport locations beginning this month, with a phased rollout across the following stores:

- Katy, Texas

- Baybrook, Texas
- Ross Park, Pennsylvania
- Miami, Florida
- Leawood, Kansas
- Knoxville, Tennessee
- Oklahoma City, Oklahoma
- Polaris, Ohio
- Victor, New York
- Durham, North Carolina
- Freehold, New Jersey
- Boston, Massachusetts