



NEWS RELEASE

DICK'S Sporting Goods Announces Acquisition Of Affinity Sports

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PITTSBURGH, Aug. 19, 2016 /PRNewswire/ -- DICK'S Sporting Goods (NYSE: DKS), the largest U.S.-based, full-line omni-channel sporting goods retailer, announced today the acquisition of Affinity Sports, a sports management technology company based in San Diego. Affinity Sports will provide key services to various youth sports National Governing Bodies and large-scale organizations under the DICK'S Team Sports HQ platform.

DICK'S Team Sports HQ launched in January of 2016 and provides an all-in-one platform that offers youth sports leagues across the country three key services – online registration and team/league websites, custom uniforms and FanWear and access to donations and sponsorships.

"We're excited to continue to grow our footprint in the important space of youth sports technology," said **Edward W. Stack**, Chairman & CEO, DICK'S Sporting Goods. "At DICK'S, we believe that sports matter and providing access to sports is a key priority for us. The acquisition of Affinity Sports will help us to deliver an unparalleled service to some of the largest youth sports organizations in the country."

Affinity's specialized sports management software will both facilitate and simplify the registration, scheduling and communication processes between national or regional governing bodies and their associated leagues, working to close existing communication gaps and enabling better player and coach visibility between these important groups.

League administrators will also be able to use the online tools through DICK'S Team Sports HQ to design gear specific to their league, allowing coaches and parents to order uniforms and FanWear right from their league

website.

To continue their effort of supporting organizations that inspire and enable sports participation, DICK'S Sporting Goods will also make donations and sponsorships available to these groups through DICK'S Team Sports HQ.

More information on DICK'S Teams Sports HQ can be found by visiting dicks.com/TSHQ.

About DICK'S Sporting Goods

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of July 30, 2016, the Company operated more than 645 DICK'S Sporting Goods locations, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated associates, in-store services and unique specialty shop-in-shops. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy, Field & Stream, True Runner and Chelsea Collective specialty stores. For more information, visit the Press Room at DICKS.com.

Contact DICK'S Sporting Goods: press@dcsg.com

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