



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Bloomfield Town Square in Bloomfield, MI

6/11/2012

PITTSBURGH, June 11, 2012 /PRNewswire/ -- **Dick's Sporting Goods** (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of Bloomfield to their three-day grand opening weekend. The store will open its doors on Wednesday, June 13 and begin the celebration with a ribbon cutting ceremony on Friday, June 15 at 8:00 a.m. at the retailer's new location at Bloomfield Town Square, 2105 Telegraph Road. Special extended store hours will also be in effect for Friday (8:00 a.m. to 10:00 p.m.), Saturday (8:00 a.m. to 10:00 p.m.) and Sunday (9:00 a.m. to 8:00 p.m.).

Dick's Sporting Goods also has a variety of special athlete appearances and giveaways scheduled to celebrate the grand opening festivities.

Saturday, there will be a special appearance by the Detroit Lions' **Jahvid Best** from 12:00 p.m. to 2:00 p.m.* A former first round pick, Best is a starting running back for the Lions, entering his third season with the team.

Sunday's schedule will feature a Mystery Gift Card Giveaway for the first 100 adults in line, who will receive unmarked Dick's Sporting Goods gift cards in varying denominations from \$5 to \$500, with one person winning the \$500 card (limit one per person and must be 18 years or older). There will also be a special appearance by **Mike Martin** from 1:00 p.m. to 3:00 p.m.** A Detroit native, Martin played for the University of Michigan and was recently drafted by the Tennessee Titans.

Each day throughout the weekend, customers will also be able to register for the chance to win a \$100 Dick's Sporting Goods gift card, provided by SofSole. Additionally, there will be a Grand Opening Sweepstakes for current ScoreCard® Rewards Program members and those customers who enroll in the program during the weekend, featuring two \$250 gift cards and one \$500 gift card. ScoreCard® Rewards members will also earn triple points on purchases. There will also be activities throughout the store including product demonstrations by industry experts. More details on all promotions are available at the store location.

"We look forward to opening our new Dick's Sporting Goods store in Bloomfield and becoming part of the community," said **Lauren Hobart**, Dick's Sporting Goods Chief Marketing Officer. "We want to serve athletes of all ages in Bloomfield by providing the equipment they need to help them excel."

The Bloomfield location will be the retailer's 20th store in the state of Michigan and its 490th nationwide.

Visit www.dickssportinggoods.com/Grand_Open/Bloomfield/ for more grand opening details and directions.

* Beginning at 8:00 a.m. local time, 250 wristbands will be distributed on a first-come, first-served basis at the store on the day of event only. Limit one wristband and one autograph per person. Fans must have a wristband and must be in the Special Appearance line by 12:00 p.m. to receive an autograph. Times and appearances are subject to change without notice. See store for details.

** Beginning at 9:00 a.m. local time, 250 wristbands will be distributed on a first-come, first-served basis at the store on the day of event only. Limit one wristband and one autograph per person. Fans must have a wristband and must be in the Special Appearance line by 1:00 p.m. to receive an autograph. Times and appearances are subject to change without notice. See store for details.

About Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment. The Company also owns and operates Golf Galaxy, LLC, a golf specialty retailer. As of April 28, 2012, the Company operated more than 480 Dick's Sporting Goods stores in 44 states, more than 80 Golf Galaxy stores in 30 states and eCommerce websites and catalog operations for Dick's Sporting Goods and Golf Galaxy. Dick's Sporting Goods, Inc. news releases are available at <http://www.dickssportinggoods.com/investors>. The Company's website is not part of this release.

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