



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Bluffton Target Center in Bluffton, SC

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PITTSBURGH, Sept. 4, 2012 /PRNewswire/ -- **Dick's Sporting Goods** (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of Bluffton to their three-day grand opening weekend. The store will open its doors on Wednesday, September 5 and begin the celebration with a ribbon cutting ceremony on Friday, September 7 at 8:00 a.m. at the retailer's new location at Bluffton Target Center, 1050 Fording Island Road, Suite B. 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.

On Friday, professional long driver and golfer **Tom Garber** will be in-store meeting with customers and signing autographs from 3:00 p.m. to 7:00 p.m.* Professional bass angler **Mike Iaconelli** will be making a special appearance at the new store location on Saturday, from 12:00 p.m. to 4:00 p.m.*

Sunday's schedule will feature a special appearance by former Clemson quarterback **Steve Fuller** from 11:00 a.m. to 1:00 p.m.** One of just three football players in history to have their number retired by the University, Fuller went on to play in the NFL from 1979 to 1986 and was a member of the 1985 Super Bowl champion Chicago Bears. Additionally on Sunday, there will be 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).

Throughout the weekend, customers will be able to enter for the chance to win an Epic A35T Treadmill. There will also be opportunities for customers to meet with certified bike and lodge technicians and PGA/LPGA professionals, as well as additional activities throughout the store. More details on all promotions are available at the store location.

"We look forward to opening our new Dick's Sporting Goods store in Bluffton 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 Bluffton by providing the equipment they need to help them excel."

The Bluffton location will be the retailer's 11th store in the state of South Carolina and its 493rd nationwide.

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

*Limit one autograph per person. Autographs will be provided on a first-come, first-served basis at the store on the day of event only. Times and appearances are subject to change without notice. See store for details.

**Beginning at 9:00am 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 11:00AM 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 July 28, 2012, the Company operated 490 Dick's Sporting Goods stores in 44 states, 81 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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