



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Clovis Shopping Centre in Clovis, CA

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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 Clovis 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 Clovis Shopping Centre, 1225 Herndon Avenue. 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 former San Francisco 49ers wide receiver **Dwight Clark** from 1:00 p.m. to 3:00 p.m.* A two-time Super Bowl champion and two-time Pro Bowler, many sports fans may recall Clark from "The Catch," his memorable touchdown in the 1981 NFC Playoffs against the Dallas Cowboys.

Sunday's schedule will feature an in-store appearance by former Oakland Raiders wide receiver **Fred Biletnikoff** from 1:00 p.m. to 3:00 p.m.** After helping the Raiders defeat the Vikings, Biletnikoff was named Super

Bowl XI MVP. During his time with the Raiders from 1965 – 1978, he totaled a career 589 receptions. On Sunday, there will also 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).

Each day throughout the weekend, customers will be able to register 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 Clovis 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 Clovis by providing the equipment they need to help them excel."

The Clovis location will be the retailer's 22nd store in the state of California and its 494th nationwide.

Visit www.dickssportinggoodsonline.com/Grand_Open/Clovis/ 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 1:00 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 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.

SOURCE Dick's Sporting Goods