



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Esplanade Center in Oxnard, 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 Oxnard 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 Esplanade Center, 231 W. Esplanade Drive. 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.

Professional bass angler **Skeet Reese** will be in-store on Friday from 4:00 p.m. to 8:00 p.m.* meeting with customers and signing autographs.

On Saturday, there will be a special appearance by former NBA star **A.C. "Iron Man" Green** from 11:00 a.m. to 1:00 p.m.** Green earned his nickname by playing in more consecutive games than any other player in NBA history. Drafted by the Los Angeles Lakers in 1985, Green and was part of the team during its back-to-back championship title runs in 1987 and 1988. After time away from the team, he re-joined the Lakers for the 1999-2000 season, winning his third and final NBA Championship with the team.

Sunday's schedule will feature a special appearance by Los Angeles Lakers point guard **Steve Blake** from 11:00 a.m. to 1:00 p.m.*** Blake was selected by the Washington Wizards with the 38th pick in the 2003 NBA Draft and in July, 2010, he signed a four-year contract with the Lakers.

Sunday's Grand Opening festivities will also include 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 Oxnard 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 Oxnard by providing the equipment they need to help them excel."

The Oxnard location will be the retailer's 21st store in the state of California and its 492nd nationwide.

Visit www.dickssportinggoods.com/Grand_Open/Oxnard/ 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 8:00am 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.

*** 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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