



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration at Family Center in Orem, UT

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PITTSBURGH, Sept. 17, 2012 /PRNewswire/ -- **Dick's Sporting Goods** (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of Orem to their three-day grand opening weekend. The store will open its doors on Tuesday, September 18 and begin the celebration with a ribbon cutting ceremony on Friday, September 21 at 8:00 a.m. at the retailer's new location at Family Center at Orem, 130 E. University Parkway. 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, 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.)

Saturday's schedule will feature a special appearance by Jimmer Fredette, a Brigham Young University alum and current NBA player with the Sacramento Kings, from 1:00 p.m. to 3:00 p.m. Fredette's stardom was cemented during his senior year at Brigham Young where he was the leading scorer in all of NCAA Division I basketball and earned every major National Player of the Year honor, including the Wooden Award, the Naismith Award, the Adolph Rupp Trophy and the Oscar Robertson Trophy.

Throughout the weekend, customers will be able to enter for the chance to win an Epic A35T Treadmill and a Nishiki Kinzua29 Limited Edition bicycle. 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 Orem 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 Orem by providing the equipment they need to help them excel."

The Orem location will be the retailer's 5th store in the state of Utah and its 498th nationwide.

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

* Beginning at 8:00am local time, 350 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 1:00pm 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