



NEWS RELEASE

## DICK'S Sporting Goods Announces Grand Opening Celebration at Palisades Center in West Nyack, NY

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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 West Nyack to their three-day grand opening weekend. The store will open its doors on Wednesday, September 19 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 Palisades Center, 2400 Palisades Center 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.

There will be a Mystery Gift Card Giveaway on Friday 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.)

On Saturday, professional bass angler Shaw Grigsby will be in store meeting and greeting with customers from 3:00 p.m. to 7:00 p.m.\*

Sunday's schedule will feature a special appearance by former New York Yankees center fielder Bernie Williams from 1:00 p.m. to 2:30 p.m.\*\* Williams played with the Yankees for the duration of his 16-year career, earning the distinction of being named a five-time All Star, four-time World Series champion and four-time Gold Glove Award

winner.

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. The Heath family, hosts of "Family Traditions" and "Hunting Experts," will also be making appearances in store throughout the weekend on behalf of Realtree. More details on all promotions are available at the store location.

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

The West Nyack location marks the 500th store opening milestone for Dick's Sporting Goods, which began in 1948 as a small bait and tackle shop in Binghamton, NY and is now one of the nation's largest sporting goods destinations. The new store will be the retailer's 34th store in the state of New York.

Visit [www.dickssportinggoods.com/Grand\\_Open/West-Nyack/](http://www.dickssportinggoods.com/Grand_Open/West-Nyack/) 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, 300 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. Only items purchased at Dick's Sporting Goods on the day of event with valid receipt or the autograph card provided by Dick's Sporting Goods will be accepted for 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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