



NEWS RELEASE

## DICK'S Sporting Goods Announces Grand Opening Celebration at Red Rock Commons in St. George, Utah

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PITTSBURGH, March 5, 2012 /PRNewswire/ -- **Dick's Sporting Goods** (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of St. George to their three-day grand opening weekend. The store will open its doors on Wednesday, March 7 and begin the celebration with a ribbon cutting ceremony on Friday, March 9 at 8:00 a.m. at the retailer's new location at Red Rock Commons, 15 South River Road, St. George, Utah 84790 (435) 673-4261. Special extended store hours will also be in effect for Friday (8:00 a.m. – 10:00 p.m.), Saturday (8:00 a.m. – 10:00 p.m.) and Sunday (9:00 a.m. to 8:00 p.m.).

Dick's Sporting Goods has a variety of give-a-ways scheduled to celebrate the grand opening festivities. On Friday, there will be a Mystery Gift Card Giveaway for the first 100 customers 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, former NBA and UNLV basketball player **Larry Johnson** will be onsite from 1:00 to 3:00 p.m.\* A star of the UNLV 1990 NCAA Championship team and the 1991 Collegiate Player of the Year, Johnson also played 10 seasons in the NBA. He was a two-time All-Star and the 1992 NBA Rookie of the Year.

There will also be a free Reebok t-shirt giveaway on Saturday, and Sunday's schedule will feature a Columbia t-shirt giveaway. Both giveaways are while supplies last.

Throughout the weekend, customers will also be able to register for the chance to win a \$100 Dick's Sporting Goods gift card, provided by SofSole. Additionally, there will be a Grand Opening Sweepstakes for current ScoreCard® Rewards Program members and those customers who enroll in the program during the weekend, featuring two \$250 gift cards and one \$500 gift card. ScoreCard® Rewards members will also earn triple points on purchases. There will also be activities throughout the store including product demonstrations by industry experts from Eagle Claw, Gamakatsu, Superfeet, Crocs and Remington, among others. More details on all promotions are available at the store location.

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

The St. George location will be the retailer's 3rd store in the state of Utah and its 482nd nationwide.

Visit [www.dickssportinggoods.com/Grand\\_Open/St\\_George/](http://www.dickssportinggoods.com/Grand_Open/St_George/) for more grand opening details and directions.

Dick's Sporting Goods is proud to be an active member of the communities they serve through the efforts of Community Marketing and Youth Sports programs. Dick Stack, founder of Dick's Sporting Goods, believed that sports play a vital role in teaching our children fundamental values like a strong work ethic, teamwork, and good sportsmanship. Stack understood that supporting the organizations that make youth sports possible is the best way to promote those values. Today, that legacy continues. Dick's Sporting Goods shares the same enthusiasm for and commitment to youth sports in our communities.

This year, through its Community Youth Sports Program, Dick's Sporting Goods will donate thousands of coach's equipment kits to youth sports organizations across select markets – reaching over a million athletes. For more information about Dick's Sporting Goods Community Marketing and the programs they offer, please contact Agustin Pineyrua at [Agustin.Pineyrua@dcs.com](mailto:Agustin.Pineyrua@dcs.com) or visit <http://dickssportinggoods.sponsorport.com/>.

\* 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 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 January 12, 2012, the Company operated more than

475 Dick's Sporting Goods stores in more than 40 states, more than 80 Golf Galaxy stores in 30 states and e-commerce web sites and catalog operations for both 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 web site is not part of this release.

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