



NEWS RELEASE

## DICK'S Sporting Goods Announces Grand Opening Celebration at Regions Bank Plaza in Fort Lauderdale, FL

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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 Fort Lauderdale 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 Regions Bank Plaza, 2420 North Federal Highway, Fort Lauderdale, FL 33305 (954) 566-1448. 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.).

Fort Lauderdale Mayor **Jack Seiler** will make a very special appearance at Friday's 8:00 a.m. ribbon-cutting ceremony.

Dick's Sporting Goods also has a variety of special athlete appearances and give-a-ways scheduled to celebrate the grand opening festivities. On Friday, the first customers through the door will receive a free Reebok t-shirt while supplies last. Additionally, South Florida fishing legend **Captain Bouncer Smith**, who has won multiple tournaments and holds more than 50 world records, will appear from 5:30 to 8:30 p.m.\* to meet with customers and sign autographs.

Saturday, Marlins' legend **Jeff Conine** will be onsite from 1:00 to 3:00 p.m.\*\* One of the most popular players in Marlins' history, Conine is the only player to appear in the opener of the franchise's inaugural season and be a member of both the 1997 and 2003 World Series Championship teams. He was a two-time All-Star and MVP of the

1995 All-Star Game. There will also be a free Columbia t-shirt giveaway while supplies last.

Sunday's schedule will feature 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). There will also be a special appearance by **Blair Wiggins**, a champion angler and the host of **Addictive Fishing**, from 11:00 a.m. to 4:00 p.m.\*

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 adidas, Wright & McGill, Crocs, Penn and Shimano, among others. More details on all promotions are available at the store location.

"Dick's Sporting Goods is excited to become a member of the Fort Lauderdale community with the opening of our newest location," said Lauren Hobart, Dick's Sporting Goods Chief Marketing Officer. "With unsurpassed customer service and the best products in the industry, we are the equipment solution for athletes of all ages."

The Fort Lauderdale location will be the retailer's 18th store in the state of Florida and its 481st nationwide.

Visit [www.dickssportinggoods.com/Grand\\_Open/Fort\\_Lauderdale/](http://www.dickssportinggoods.com/Grand_Open/Fort_Lauderdale/) 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 Kimberly Freedman at [Kimberly.Freedman@dcsg.com](mailto:Kimberly.Freedman@dcsg.com) or visit <http://dickssportinggoods.sponsorport.com/>.

\* 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 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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