



NEWS RELEASE

DICK'S Sporting Goods Announces Grand Opening Celebration in Las Cruces, NM

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PITTSBURGH, Oct. 1, 2012 /PRNewswire/ -- Dick's Sporting Goods (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, invites the community of Las Cruces to their three-day grand opening weekend. The celebration will begin with a ribbon cutting ceremony on Friday, October 5 at 8:00 a.m. at the retailer's new location at 200 North Telshor Blvd. 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.

Saturday's schedule will feature an appearance by former Dallas Cowboy **Everson Walls** from 1:00 p.m. to 3:00 p.m.* Walls was a four-time Pro Bowl defensive back with the Dallas Cowboys, where he also became the only person to lead the NFL in interceptions for three seasons. He was a member of the NFL's All-Decade team for the 1980's and later won a Super Bowl as a member of the New York Giants.

On Sunday, two-time NBA All-Star **Reggie Theus** will be in store meeting and greeting customers from 11:00 a.m. to 1:00 p.m.** Following his NBA career, Theus went into coaching, where for two seasons, he served as the head coach at New Mexico State University in Las Cruces.

Additionally on Sunday, 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.)

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 Las Cruces 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 Las Cruces by providing the equipment they need to help them excel."

The Las Cruces location will be the retailer's 2nd store in the state of New Mexico and its 501st nationwide.

Visit www.dickssportinggoods.com/Grand_Open/Las-Cruces/ for more grand opening details and directions.

* 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.

** 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 September 21, 2012, the Company operated 500 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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