



NEWS RELEASE

DICK'S Sporting Goods Announces Relocated Store To Open This Week at Applewood Commons in Boardman, Ohio

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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, will be opening its relocated store this week at Applewood Commons, 550 Boardman-Poland Road, Boardman, Ohio, 44512 (330) 629-6871. The store will open on Wednesday, March 7, and will include a special celebration on Sunday, March 11, featuring a ribbon-cutting at 10:00 a.m. Customers are invited to participate in the festivities.

The Boardman store was originally located at 1280 Doral Drive. Enhancements to the new location, which will have more than 50,000 square feet of space, will include additional specialized services and hands-on customer experiences throughout the Bike, Lodge and Golf departments, including a golf simulator, a club fitting center, putting green, an archery lane with an on-site bow technician, and bike safety inspections, custom fittings, tune-ups and assembly. The relocated store is expected to generate an additional 30 local employment opportunities.

Dick's Sporting Goods has a variety of give-a-ways scheduled to celebrate the Grand Re-Opening on Sunday, March 11. The schedule will feature a chance to win a \$100 Dick's Sporting Goods gift card provided by SofSole, free Reebok t-shirts while supplies last and a special appearance by the Pittsburgh Pirates' Mascot, the **Pirate Parrot**, from 1:00 to 4:00 p.m.* There will also be special activities throughout the store including product demonstrations by industry experts from Bear Archery, Quantum, Superfeet, Brooks and Abu Garcia, among others. More details on all promotions are available at the store location.

"We're pleased to be opening an expanded and enhanced Dick's Sporting Goods store in Boardman, which will enable us to better serve the needs of athletes in the community," said Lauren Hobart, Dick's Sporting Goods Chief Marketing Officer. "With our unsurpassed customer service and the best equipment in the industry, we look forward to continued success in Boardman and welcoming customers to this new location."

The Boardman location will be the retailer's 39th store in the state of Ohio and its 480th nationwide.

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 Jim Famularo at Jim.Famularo@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.

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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