



NEWS RELEASE

## DICK'S Sporting Goods Announces Relocated Store To Open This Week at Destiny USA in Syracuse, NY

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PITTSBURGH, July 31, 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 Destiny USA (formerly Carousel Center off Hiawatha Blvd). The store will open its doors on Wednesday, August 1 and celebrate its launch with a ribbon cutting ceremony on Sunday, August 5 at 10:00 a.m.

The Syracuse store was originally located at 3529 West Genesee Street. Enhancements to the new location, which will have more than 79,400 square feet of space, will include additional specialized services and hands-on customer experiences throughout the Hockey, 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 70 local employment opportunities.

Dick's Sporting Goods has a variety of giveaways scheduled to celebrate the Grand Re-Opening on Sunday, August 5. The schedule will feature 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).

Additionally, free Reebok t-shirts will be given out while supplies last and there will be special activities throughout the store including product demonstrations by industry experts from Saucony, Brooks, Mizuno, Shimano and Mossy Oak. 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 Syracuse, 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 Syracuse and welcoming customers to this new location."

This new location is now the retailer's 32nd in New York.

Visit [www.dickssportinggoods.com](http://www.dickssportinggoods.com) for directions.

### 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 April 28, 2012, the Company operated more than 480 Dick's Sporting Goods stores in 44 states, more than 80 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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