

FOR IMMEDIATE RELEASE

**Dick's Sporting Goods declares May is Dick's Sporting Goods National Runners' Month, announces ten major running-event sponsorships**

**Pittsburgh, Pa., March 19, 2010** -- Dick's Sporting Goods (NYSE: DKS) announced today that May 2010 is Dick's Sporting Goods National Runners' Month, a new, major sports-marketing initiative to promote running and highlight the retailer's deep commitment to serving runners throughout the United States.

The retailer also unveiled Dick's Sporting Goods National Runners' Month's centerpiece platform: major sponsorship of ten premiere running events in metropolitan markets across the country throughout May and early June 2010. These ten events comprise the 2010 Dick's Sporting Goods National Runners' Month Event Calendar and include the following:



- Alexandria Running Festival, Washington, D.C., May 2
- Dick's Sporting Goods Pittsburgh Marathon, Pittsburgh, Pennsylvania, May 2
- Chuy's Hot to Trot, Austin, Texas, May 8
- Palos Verde Marathon, Los Angeles, California, May 15
- Strawberry Festival, San Diego, California, May 30
- Brentwood 10K, Los Angeles, California, May 30
- Stillwater Marathon, Stillwater, Minnesota, May 30
- Ridge Run 10K, Chicago, Illinois, May 31
- Dick's Sporting Goods Bolder Boulder, Boulder, Colorado, May 31
- Starlight Run, Portland, Oregon, June 5

Combined, these ten running events boast approximately 75,000 race participants, and scores of spectators.

In addition to event sponsorships, Dick's Sporting Goods will support the Dick's Sporting Goods National Runners' Month with a comprehensive marketing campaign starting now and lasting through the month of May. According to the company, Dick's Sporting Goods will soon launch a dedicated website for the Dick's Sporting Goods National Runners' Month. The campaign will also include national advertising, social media, mobile marketing--including the development of a running-related iPhone application available through Apple's App Store--store promotions on running gear, running ambassadors, partnership with a national charitable organization, and other activities to engage both new runners and experienced runners alike.

"Dick's Sporting Goods is proud to support running at such a high level, both inside our retail stores and in the communities we serve" said Jeffrey Hennion, executive vice president and chief marketing officer, Dick's Sporting Goods. "We have partnered with ten extraordinary running events to help launch Dick's Sporting Goods National Runners' Month," said Hennion. We are aiming to bolster running's tremendous, recent growth and fuel the popularity of one of the healthiest recreational and fitness activities," said Hennion.

**About Dick's Sporting Goods National Runners' Month**

Scheduled for May 2010, Dick's Sporting Goods National Runners' Month is an initiative by leading sporting goods retailer, Dick's Sporting Goods, to promote running and highlight the company's deep commitment to serving runners throughout the United States.

**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 currently operates 419 Dick's Sporting Goods stores in 40 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, Inc., a multi-channel golf specialty retailer, with 91 stores in 31 states, e-commerce websites and catalog operations. [www.dickssportinggoods.com](http://www.dickssportinggoods.com)

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