



## **Dick's Sporting Goods Announces Return of National Runners' Month this May**

*Leading Sporting Goods Retailer Continues Program to Serve Runners;  
Announcement Includes the Sponsorship of Ten Running Events Nationwide*

**Pittsburgh (March 16, 2011) – Dick's Sporting Goods** (NYSE: DKS) is proud to announce the return of **Dick's Sporting Goods National Runners' Month**, a celebratory campaign launching this May for runners across the country. After a successful first year in 2010, this year's campaign will again focus on serving the growing running community in the United States.

The foundation of Dick's Sporting Goods National Runners' Month will be the activation of major sponsorship at ten premiere running events in metro cities across the country. In addition, the month-long running celebration will be surrounded by a comprehensive marketing program that includes the announcement of three widely respected running ambassadors, a major charity initiative, social and digital media elements along with running specials and promotions throughout May.

"National Runners' Month is an important vehicle which allows us to further serve the running community and offer a platform that runners across the country can rally behind," said Lauren Hobart, Senior Vice President and Chief Marketing Officer of Dick's Sporting Goods. "Our sponsorship of these races and all the other exciting elements of the campaign will hopefully continue to fuel the growth of running as a popular and healthy recreational activity."

The ten races that will encompass the 2011 Dick's Sporting Goods National Runners' Month event calendar include:

- Chuy's Hot to Trot, Austin, Tx., May 7
- Palos Verdes Marathon, Los Angeles, Calif., May 14
- Beat the Bridge to Beat Diabetes, Seattle, Wash., May 15
- Dick's Sporting Goods Pittsburgh Marathon, Pittsburgh, Pa., May 15
- Brentwood 10K, Los Angeles, Calif., May 29
- Stillwater Marathon, Minneapolis, Minn., May 29
- American Heroes Race, Arlington, Tx., May 30
- Dick's Sporting Goods BolderBOULDER, Boulder, Colo., May 30
- Ridge Run 10K, Chicago, Ill., May 30
- Starlight Run, Portland, Ore., June 4

With the addition of new races in Seattle and Arlington, Tx., the number of race participants in Dick's Sporting Goods National Runners' Month has grown by 25,000 bringing the total number of runners to over 170,000. Also, more details on Dick's Sporting Goods National Runners' Month can be seen through upcoming key industry media partnerships with *Active.com*, *Competitor.com*, *MapMyFitness.com*, *RunnersWorld.com* and *RunningTimes.com*.

### **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 multi-channel golf specialty retailer. As of January 29, 2011, the Company operated 444 Dick's Sporting Goods stores in 42 states, 81 Golf Galaxy stores in 30 states and e-commerce and catalog operations for both Dick's Sporting Goods and Golf Galaxy.

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