

FOR IMMEDIATE

RELEASE

**DICK'S
Goods
Grand Opening**



**Sporting
Announces
Celebration in**

Chesapeake, VA

**DICK'S Sporting Goods and Field & Stream retail stores
to open under one roof**

PITTSBURGH (Aug. 8, 2016) – DICK'S Sporting Goods (NYSE: DKS), the largest U.S.-based, full-line omni-channel sporting goods retailer, will be opening a new DICK'S Sporting Goods and Field & Stream store on Friday, August 26 at Greenbrier Square in Chesapeake, VA (1501 Sentinel Drive).

The new location features a DICK'S Sporting Goods and a Field & Stream housed under the same roof. This unique shopping destination will offer the convenience of being able to purchase all sporting goods and outdoor needs at one time, in one location and at any checkout. In addition, the DICK'S store will also be one of the first to include a new and improved footwear section designed to offer a broad selection of sports performance and casual footwear.

"We look forward to opening our new location in Chesapeake and embracing the community's great sports and outdoor traditions," said **Lauren Hobart**, Executive Vice President & Chief Marketing Officer, DICK'S Sporting Goods. "Having two great stores under one roof allows us to offer an even greater selection of the most-trusted brands and the highest level of expertise to all athletes and outdoor enthusiasts in the area."

A three-day Grand Opening celebration will run through Sunday, August 28. The store will open at 8:00 a.m. on Friday and Saturday and 9:00 a.m. on Sunday.

Several special guests will make in-store appearances during the Grand Opening including **Troy and Chase Landry****, as seen on the *Swamp People*® TV series, from 4:00 p.m. to 7:00 p.m. and **Melissa Bachman***, *Winchester Deadly Passion* host, from 4:00 p.m. to 8:00 p.m. on Friday; former college football coach **Frank Beamer**** from 11:00 a.m. to 1:00 p.m.; **Captain Wild Bill****, star of Discovery Channel's *Deadliest Catch*® from 3:00 p.m. to 6:00 p.m. and **Melissa Bachman***, *Winchester Deadly Passion* host, from 10:00 a.m. to 2:00 p.m. on Saturday; former outfielder **Michael Cuddyer**** from 11:00 a.m. to

1:00 p.m. and former Delta Force Operator, SGM(R), **Kyle Lamb** * from 3:00 p.m. to 6:00 p.m. on Sunday (3:00 p.m. – 3:45 p.m. seminar, followed by an in-store appearance).

Guests will have the chance to receive giveaways throughout the weekend, which will include a chance to open the DICK'S Sporting Goods Gift Locker or Field & Stream Locked and Loaded Prize Safe, receive free mystery gift cards and other premium items. ‡‡ Visit **DICKS.com/Chesapeake** for full details on the Grand Opening celebration, including giveaways, promotions, special guests and brand activations.

*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. Limited Quantity. Times and appearances are subject to change without notice. See store for details.

**Wristband required for autograph. Wristbands will be distributed on a first-come, first-served basis on the day of event only. Limited Quantity. Limit one per person. Visit [DICK'S.com/Chesapeake](http://DICKS.com/Chesapeake) for details.

‡‡NO PURCHASE NECESSARY. Purchase does not improve chance of winning. VOID WHERE PROHIBITED. Limit one t-shirt, mystery gift card, hat, stadium bag, and/or Gift Locker/Locked & Loaded Prize Safe combination per person/day/drawing. Must be 18+ for gift card and Gift Locker/Locked & Loaded promotions. Winners must comply with all federal, state and local laws, and must lawfully be able to possess the prize. See store or DICKS.com/Latham for details and odds of winning.

About DICK'S Sporting Goods, Inc.

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of April 30, 2016, the Company operated more than 645 DICK'S Sporting Goods locations, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated associates, in-store services and unique specialty shop-in-shops. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy, Field & Stream, True Runner and Chelsea Collective specialty stores. For more information, visit the Press Room at DICKS.com.

About Field & Stream Specialty Store

Named for the iconic brand that for more than 140 years has been synonymous with outdoor experiences, the Field & Stream store offers a vast assortment of outdoor equipment, accessories and services in hunting, fishing, archery, camping and more. The store carries a wide variety of top national brands including Remington, Under Armour, Carhartt, Shimano, Yeti and many more, while also providing top of the line in-store services. The Field & Stream trademark is owned by American Sports Licensing Inc., and is not associated with Field & Stream Magazine. For more information, visit FieldandStreamShop.com.

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