NEWS RELEASE

DICK'S Sporting Goods Launches 'UNTOUCHABLE Moment Sweepstakes' Offering Consumers a Chance to Shop With Superstar Athletes

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PITTSBURGH, March 15, 2012 /PRNewswire/ -- As athletes everywhere start their seasons at Dick's Sporting Goods (NYSE: DKS), the largest U.S. based full-line sporting goods retailer, one consumer will have the chance to gear up with his/her sports hero. To support the recent launch of its new Mind, Body and Equipment marketing campaign, Dick's Sporting Goods is introducing its "UNTOUCHABLE Moment Sweepstakes," hosted on the brand's Facebook page.

From now through April 30, consumers can visit **http://www.facebook.com/dickssportinggoods** to enter the sweepstakes and to view first-person video narratives from a variety of athletes – including pro football's Drew Brees and women's softball standout Jennie Finch. Each video features the athletes discussing their unique relationship with their gear and revealing the moment in their sports career where Mind, Body and Equipment came together for them to make them feel UNTOUCHABLE. At the conclusion of the promotion, the winning consumer will have the opportunity to choose either Brees or Finch to join him/her for a shopping experience at a Dick's Sporting Goods store to help prepare for an upcoming sports season.

"Dick's Sporting Goods is proud to partner with these championship-driven athletes who represent the very best of sports and who have provided us with intimate testimonials to help inspire our consumers to achieve their own UNTOUCHABLE moments," said Lauren Hobart, Chief Marketing Officer of Dick's Sporting Goods. "The 'UNTOUCHABLE Moment Sweepstakes' advances our mission to provide the best gear and expert advice to all athletes. As consumers engage with this campaign, we're inviting them to celebrate the relationship between Mind,

Body and Equipment, and we want them to feel like they are one step closer to reaching their potential and achieving their goals."

The "UNTOUCHABLE Moment Sweepstakes" is an extension of Dick's Sporting Goods' Mind, Body and Equipment marketing campaign, which debuted March 1 with a 90-second television spot that featured a diverse range of athletes on their journeys to UNTOUCHABLE moments. The athletes showcased in the sweepstakes videos utilized this unique platform to share passionate, authentic and emotional stories with consumers and to bring the mind, body and equipment connection to life.

"As an athlete who relied heavily on my equipment – not only for protection, but to also elevate my performance – the new UNTOUCHABLE campaign especially resonated with me," said Brees. "For me, every season starts with getting my Nike equipment at Dick's Sporting Goods, and through this sweepstakes, I look forward to the opportunity to join a young athlete for a day of preparation and gearing up for an upcoming season at a Dick's store."

To participate in the "UNTOUCHABLE Moment Sweepstakes" and to view additional UNTOUCHABLE video content, please visit **http://www.facebook.com/dickssportinggoods**.*

*No purchase necessary. Must be 18 or older and legal resident of 48 contiguous United States or D.C. See **http://www.facebook.com/dickssportinggoods** 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**.

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