NEWS RELEASE

DICK'S Sporting Goods Introduces True Runner, A Specialty Running Retail Location To Open This Summer

5/31/2012

PITTSBURGH, May 31, 2012 /PRNewswire/ -- Dick's Sporting Goods(NYSE: DKS), the largest U.S.-based full-line sporting goods retailer, announced today the opening of a specialty running retail store, True Runner. The new store, located in the Shadyside section of Pittsburgh, will cater to running enthusiasts with best-in-class footwear, apparel, accessories and expertise. The store is expected to open later this summer.

"We're excited to announce our new retail model, True Runner, which will outfit local runners with the best running apparel, footwear and equipment," said Joe Schmidt, President & COO, Dick's Sporting Goods. "In our continued efforts to explore new ways to serve athletes and build upon Dick's Sporting Goods already deep commitment to the sport in Pittsburgh, we believe that True Runner will provide a top-of-the-line experience to those who enjoy the sport."

True Runner is being created specifically for runners by runners and the in-store experience will continue to evolve based on the feedback and input of customers. The store will complement events and activities of the existing Pittsburgh running community by offering to host additional training runs and other community events. True Runner will employ associates who are running enthusiasts and therefore able to provide expertise and share personal experiences on the sport as well as local running community activities.

The True Runner announcement comes on the heels of Dick's Sporting Goods designating the month of May as National Runners' Month, highlighted by the Dick's Sporting Goods Pittsburgh Marathon, which took place on May 6

and featured more than 25,000 athletes.

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.

Forward-Looking Statements Involving Known and Unknown Risks and Uncertainties

Except for historical information contained herein, the statements in this release or otherwise made by our management in connection with the subject matter of this release are forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995) and involve risks and uncertainties and are subject to change based on various important factors, many of which may be beyond our control. Our future performance and financial results may differ materially from those included in any such forward-looking statements and such forward-looking statements should not be relied upon by investors as a prediction of actual results. You can identify these statements as those that may predict, forecast, indicate or imply future results, performance or advancements and by forward-looking words such as "believe", "anticipate", "expect", "estimate", "predict", "intend", "plan", "project", "goal", "will", "will be", "will continue", "will result", "could", "may", "might" or other words with similar meanings. Forward-looking statements include, among other things, statements about our future expectations regarding the timing of the new store opening, the in-store experience and the services the new store will provide. The following factors, among others, could cause actual results from the opening of the new store to differ materially from those expressed or implied in any forward-looking statements included in this release or otherwise made by our management: continuation of the ongoing economic and financial downturn and other changes in macroeconomic factors or market conditions that impact consumer spending; changes in the general economic and business conditions and in the specialty retail or sporting goods industry in particular and competition in the sporting goods industry.

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