NEWS RELEASE

DICK'S Takes Its Support Of Female Athletes To A New Level With WNBA Partnership

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Throughout the past 18 months, we have made it clear to our athletes and our teammates that we are committed to supporting girls and women pursue their dreams on the fields, courts, courses – wherever they might play.

Today, we are proud to take another step forward by announcing our latest news – that we are becoming the Official Sporting Goods Retail Partner of the WNBA!

Our increased emphasis in this space began at the Here For Her summit in Feb. 2020, prior to the pandemic, when we announced multiple initiatives to support girls and women in sport, including: a three-year, $5 million Sports Matter grant to the U.S. Soccer Foundation's United for Girls initiative, a multi-year partnership to become the Official Sports Retailer of USA Softball, and committed to working with our private brands and merchandising partners to deliver expanded assortment for her across several key sports including basketball, soccer, softball and dance, among others.

WNBA Commissioner Cathy Engelbert was in attendance that day, and we began discussing a relationship with the WNBA, a league that's celebrating its 25th anniversary this season and a league whose athletes have been at the forefront of social change.

Through this partnership, we want to inspire the next generation of female athletes, increase the availability of

WNBA product in our stores and on online, bring fans of all ages to the game and create programs that generate opportunity for the WNBA players.

"We are thrilled to be partnering with one of the strongest women's leagues as we use the power of DICK'S Sporting Goods to help elevate the WNBA and its players while inspiring the next generation of athletes. This is just the most recent example of how our company takes action to champion girls and women in sport while equipping them to succeed," said DICK'S Sporting Goods Vice President, Marketing Melissa Christian.

DICK'S has introduced several initiatives to champion girls and women through sport. (Link to below)

- In July 2021, we launched the "There She Is" campaign to inspire all to be who they are and proud of it by using the courage and strength of their individuality to advance sport and our society.
- Worked with our partners to expand product offerings for girls and women to provide apparel and equipment that is more inclusive and functional.
- Hosted The Sports Matter Giving Truck in eight U.S. cities giving out giving thousands of pieces of equipment, including 15,000 sports bras to young female athletes in need as part of its multi-city #LetHerPlayTour.
- In April 2021, we launched the powerful campaign "Inside Moves", highlighting female leaders across at the company who are leading and influencing the vision of DICK'S.
- Addressed inequality in sport by offering to send weight room equipment to the 2021 Women's NCAA Basketball Tournament.
- Developed the "Empower Her" collection in partnership with Brooks Running in 2020, which is now available in stores across the country.
- Partnered with influential talent to make an impact on social media for National Girls and Women in Sports Day in February 2021.
- Created a Girls Power Panel to help guide the company's product offerings for 13-17 year-old girls to help overcome barriers for girls in sports in 2021.
- Donated over 100,000 sports bras to under-resourced girls in sports and developed an ad campaign around the necessity of the sports bra in 2021.
- Became the Official Sporting Goods Retailer of USA Softball in 2020.
- Announced a $5 million grant to the U.S. Soccer Foundation's United for Girls initiative at the Here for Her panel.
- Hosted the Here for Her sports leadership panel in March of 2020 to launch our 2020 Women's Initiative, a focused and collective effort to champion female athletes. Panelists included WNBA Commissioner Cathy Engelbert and other prominent figures in the sports world, such as Christine Brennan, Jennie Finch, Sarah Pickens, Sydney Leroux and Benita Fitzgerald-Mosley.

The WNBA playoffs begin Sept. 23. We ask that you support this initiative by watching and following along! Our team is also in the process of developing ideas for when the 2022 season tips off. Stay tuned to the playoffs and stay tuned for what's next.