NEWS RELEASE

DICK'S Launches First-Ever Collegiate Licensed Collections from Exclusive Brands VRST, CALIA and DSG

2026-11-16

The first schools featured are The Ohio State University and the University of Iowa

PITTSBURGH, Nov. 16, 2026 /PRNewswire/ -- DICK'S Sporting Goods (NYSE: DKS) today introduced its first-ever officially licensed collegiate collections from exclusive brands VRST, CALIA and DSG, marking an exciting expansion of the vertical brands business into collegiate apparel.

With fresh takes on fan apparel, The Ohio State University and University of Iowa collections give Buckeye and Hawkeye fans new ways to show their pride and represent the teams they love, whether it's game day or any day.

"Growing our vertical brands means continuing to find new ways to meet athletes where they are and deliver the styles they're looking for," said Aimee Watters, VP of Vertical Brands at DICK'S. "Partnerships play an important role in that strategy, helping us reach new athletes and bring our brands into new spaces, and fan apparel is a natural next step in that growth."

The collections include t-shirts, pants and layering pieces for men's, women's and youth, and will be available at select DICK'S and DICK'S House of Sport locations and online at **DICK'S.com**.

"We are incredibly excited to feature Ohio State and Iowa, both universities with passionate fan bases, within these collections," said Shane Robinson, Divisional Merchandise Manager at DICK'S. "Bringing together the schools our athletes root for with products from our exclusive brands that they already know and love, was a natural fit."

About DICK'S Sporting Goods, Inc.

DICK'S Sporting Goods creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, DICK'S is a leading omni-channel retailer and an iconic brand in sport and culture. Its banners include DICK'S Sporting Goods, Golf Galaxy, Public Lands and Going Going Gone! in addition to the experiential retail concepts DICK'S House of Sport and Golf Galaxy Performance Center. As owner and operator of the Foot Locker Business, including Foot Locker, Kids Foot Locker, Champs Sports, WSS and atmos, DICK'S serves the global sneaker community across North America, Europe, Asia and Australia, plus a licensed store presence in Europe, the Middle East and Asia. DICK'S also owns and operates GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving and employment opportunities can be found on **dicks.com**, **investors.dicks.com**, **sportsmatter.org**, **dickssportinggoods.jobs** and on **Instagram**, **TikTok**, **Facebook** and **X**.

Media Contact

DICK'S Sporting Goods – **press@dcsg.com**

Category: Company

View original content to download multimedia:**https://www.prnewswire.com/news-releases/dicks-launches-first-ever-collegiate-licensed-collections-from-exclusive-brands-vrst-calia-and-dsg-302939144.html**

SOURCE DICK'S Sporting Goods, Inc.