NEWS RELEASE

DICK'S Sporting Goods' Cookie Jar & A Dream Studios Celebrates Anticipation for Another FIFA World Cup on U.S. Soil with First-Ever SXSW Film Premiere

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Cookie Jar & A Dream and Imagine Documentaries in partnership with Stand Together bring the 1994 U.S. Men's National Team underdog story and rise of American soccer to the film festival stage

PITTSBURGH, March 13, 2026 /PRNewswire/ -- Today, DICK'S Sporting Goods' (NYSE: DKS) in-house content and production studio, **Cookie Jar & A Dream Studios**, announced its upcoming documentary with Imagine Documentaries and Stand Together, Summer of '94, as its first project to premiere at SXSW Film & TV Festival.

As the FIFA World Cup returns to U.S. soil this summer, Cookie Jar & A Dream Studios is revisiting the nation's first experience as host to tell one of the most remarkable underdog stories in sports history: how an overlooked American soccer team, long dismissed on the global stage, finally proved itself on its home turf.

"We created Cookie Jar & A Dream Studios to spotlight pivotal sports moments like this one," said Mark Rooks, VP of Creative, Sponsorship & Entertainment at DICK'S Sporting Goods. "The determination and grit shown by the '94 Men's National Team still resonates across the sports community today. Our hope is to inspire the next generation of athletes - in soccer and beyond - to work hard and chase their dreams, even when the odds feel stacked against them."

Directed by Dave LaMattina and Chad Walker and co-produced by Cookie Jar & A Dream Studios, **Imagine Documentaries**, **Stand Together**, **Delirio Flims** and **Copper Pot Pictures,** Summer of '94 follows the history-making U.S. Men's National Soccer Team on its tireless journey training for the 1994 FIFA World Cup, overcoming the lack of

a formal league, a shortage of notable talent and limited financial resources to defeat fan-favorite Colombia.

"Summer of 94 captures the moment soccer went mainstream in America, and after the World Cup ended in 1994, the torch was passed to parents and kids to keep that momentum going," said Marc Gilbar, President of Brands & Partnerships at Imagine Entertainment. "That's why we were so excited to partner with Cookie Jar & A Dream Studios, founded in part to help celebrate the next generation of athletes, and 'Yes Coach!', an organization that empowers America's youth sports coaches to mentor young people on and off the field."

Through fresh interviews woven with the team's own behind-the-scenes 1990s camcorder footage, the film pulls audiences into the raw and unfiltered work of a team uncovering their chemistry, growing pains and perseverance. Players and coach Bora Milutinović, reflect on the chaos, highlights and determination that transformed a scrappy roster into a team that reshaped U.S. soccer.

At SXSW Film & TV Festival, adidas will support the premiere of the film with a series of brand activations that enhance audience engagement and bring the story to life. The film's premiere comes shortly after the brand launched its **U.S. Denim Jersey**, blending '90s-inspired aesthetics with modern streetwear influence, available to shop in store at select DICK'S locations and online at **dicks.com**.

"Cookie Jar & A Dream Studios is deeply honored to share Summer of '94 with the world for the first time at SXSW," said Rebecca Covington, Sr. Director, Creative Production at DICK'S Sporting Goods. "There's something timeless about that team and as we head toward another FIFA World Cup on U.S. soil, revisiting the magic of '94 feels not only nostalgic, but necessary. We are happy to celebrate where the team has been and where they're headed next. "

Summer of '94 makes its SXSW Documentary Spotlight debut with a series of premiere events, featuring screenings with live intros and Q&As on March 14th (Rollins Theatre at The Long Center at 9:15 p.m. CT), March 15th (Alamo Lamar 5 at 2:30 p.m. CT) and March 18th (AFS Cinema at 9:00 p.m. CT).

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**.

About Cookie Jar & A Dream Studios

Cookie Jar & A Dream Studios is DICK'S Sporting Goods' Emmy-winning, in-house content and production studio. Dedicated to telling powerful, human-centered stories through the lens of sport, Cookie Jar & A Dream Studios was founded on the belief that sports have the power to change lives and build community. The studio's work spotlights the grit, triumphs, and heartbreak behind every athlete's journey, with a mission to create emotionally resonant content that inspires long after the final whistle blows. At its core, the studio believes sports are more than just competition; they are universal stories of hope, resilience, and connection.

About Imagine Documentaries

Imagine's documentary division, led by EMMY, Grammy and Peabody Award-winning producer Sara Bernstein, has established itself as a powerhouse in the documentary landscape since its inception in 2018. Founded by Imagine Entertainment Co-Chairmen Brian Grazer and Ron Howard, alongside Imagine President Justin Wilkes, the division has redefined the industry with its unwavering commitment to producing impactful, socially conscious, and thought-provoking content. Its critically acclaimed and award-winning documentaries have resonated with audiences worldwide, solidifying Imagine as a driving force in the art of storytelling.

By embracing distinct perspectives in their storytelling, Imagine has expanded its footprint in the documentary genre, exploring a wide array of topics, from the EMMY Award-winning Best Documentary Jim Henson Idea Man (Disney+), and Critics Choice Documentary Award winner Music by John Williams (Disney+), the Peabody Award-winning Judy Blume Forever (Prime Video), Stormy, the critically acclaimed portrait of Stormy Daniels (Peacock), 2025 Oscars Shortlisted Frida (Prime Video), The Super Models (Apple TV+), the EMMY-nominated projects We Feed People (Disney+), Lucy and Desi (Prime Video), Downfall: The Case Against Boeing (Netflix); The Volcano: Rescue from Whakaari (Netflix), to the hit docuseries The Dynasty: New England Patriots (Apple TV+), Choir (Disney+), Harlem Ice (Disney+), Crime Scene: The Times Square Killer (Netflix), I Am Not a Monster (MAX), The Lost Children (Netflix), and Churchill at War (Netflix).

In 2025, Imagine Documentaries produced Sephora Faces of Music (January, Hulu), Harlem Ice (February, Disney+), David Blaine Do Not Attempt (March, NatGeo), Fight For Glory: 2024 World Series (March, AppleTV+), Pets (April, Disney+), Light & Magic Season 2 (April, Disney+), Earnhardt (May, Prime Video), Marty: Life is Short (May, Netflix), Barbara Walters Tell Me Everything (June, Hulu). With an unmatched slate and an ever-expanding roster of visionary filmmakers, Imagine Documentaries continues to redefine nonfiction storytelling at an unparalleled pace.

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