



FOR IMMEDIATE RELEASE

May 6, 2010

FOR MORE INFORMATION:

Sherry Eppers 720-240-4908

Kari Larese 720-240-5928

Dick's Sporting Goods Sponsors Metro District Recreation Programs

Dick's Sporting Goods recently renewed their sponsorship of Highlands Ranch Metro District recreation programs. For the fourth consecutive year, Dick's Sporting Goods is sponsoring a baseball scoreboard at Redstone Park. Dick's Sporting Goods is the first partner in the Metro District's new efforts to obtain sponsorships for its recreation programs.

"We are excited to have Dick's Sporting Goods supporting our youth and adult recreation programs once again," said Carolyn Peters, recreation manager. "Dick's Sporting Goods is recognized as a leader in providing top quality products and services. Our organization strives to provide top quality recreation programs, and the partnership with Dick's is the perfect opportunity to continue down this path."

In 2009, participation in Metro District-sponsored recreation programs increased 10 percent from the previous year. Overall participation has grown steadily each year for more than 10 years and that pattern is expected to continue with the addition of new recreation programs in 2010. More than 14,250 youth and adults played on a team, enrolled in a sports camp or attended a class offered by the Highlands Ranch Metro District in 2009.

Highlands Ranch is a growing community. In 2000, Highlands Ranch had a population of about 70,000; today we are at 93,000 residents. Our community was recently recognized by Business Week and Forbes in national rankings. Business Week rated Highlands Ranch as one of the best places to raise your kids. And Forbes named Highlands Ranch as one of America's best places to move.

Businesses interested in getting involved in this vibrant community can act now. They can join Dick's Sporting Goods and partner with the Metro District through sponsorship opportunities. A variety of options are available for small and large organizations. Benefits of sponsorship include:

- Increased visibility in Highlands Ranch
- Prominent exposure in a system that recorded approximately 1.95 million visitor days to our parks and outdoor recreation facilities in 2009
- Investment in your community and an opportunity to connect with new customers and develop future sales

- Your company's name and brand recognition by partnering with a successful program

Sponsorship opportunities are available to support youth and adult recreation programs, annual events, publications and more. Our goal is to utilize your investment dollars to provide top quality products and programs in Highlands Ranch.

For more information about sponsorship opportunities with the Metro District, contact Sherry Eppers, community relations manager, at 720-240-4908 or seppers@highlandsranch.org.

Highlands Ranch Metro District

Founded in 1981 as the local government in Highlands Ranch, Colorado, the Metro District provides a variety of municipal services to this planned community of 93,000 people. Learn more about the Metro District at www.highlandsranch.org.

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. As of January 10, 2010, the Company operated 419 Dick's Sporting Goods stores in 40 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, Inc., a multi-channel golf specialty retailer, with 91 stores in 31 states, e-commerce websites and catalog operations.

<http://www.dickssportinggoods.com/>

###