Dunham's SPORTS®

News Release

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DUNHAM'S SPORTS NEW LOCATION IN PORTAGE, MICHIGAN IS BIGGER AND BETTER!

Troy, MI - Dunham's Sports, the Midwest's largest sporting goods retailer, is pleased to invite Portage and the surrounding communities to it's grand re-opening weekend. The ribbon cutting will be hosted on Friday, April 11 at 9:00 a.m., at the new Crossroads Centre II, 665 Mall Drive, location. Store hours are Sunday, 9 a.m. to 6 p.m., and Monday-Saturday, 9 a.m. to 9 p.m.

The first 200 adults in line on Thursday will receive a Dunham's Sports t-shirt. On Friday, there will be free 6-packs of Coke or Diet-Coke to anyone making a $10 purchase, while supplies last. The first 200 adults on Saturday will receive a Dunham's Sports baseball cap. On Sunday the first 100 adults in line will receive a Dunham's Sports gift card, with one being worth $500.

"We are excited to be re-opening this bigger and better store in the Portage community," said Jeff Lynn, chairman and chief executive offer of Dunham's Athleisure Corporation. " Dunham's prides itself on providing our customers with a wide variety of top-quality, value oriented, name-brand merchandise at everyday low prices."

With the re-opening of the Portage location there are 67 Dunham's Sports in the state of Michigan and over 200 chain wide. The new Portage store offers a full line of traditional sporting goods and athletic equipment as well as a wide variety of active and casual sports apparel and footwear featuring Under Armour, Nike, Adidas, Puma and more. "We keep our customers coming back because of our continued commitment to provide the largest selections at the lowest prices," says Lynn. There will also be a larger selection of athletic and outdoor apparel, a fitness department, plus a large value area featuring footwear at savings of 20-50% off. The expanded hunting department will offer more from your favorite brands like Remington, Rocky, Bushnell and Barnett. The store will also have a new Fairway Center golf shop featuring all the top golf brands such as Taylormade, Nike, Callaway, Titleist and more.

Dunham's strives to save the people living in our local communities money, with programs like Dunham's Rewards, the Team Program and our Company Program. In Dunham's Rewards you can sign up at www.dunhamsrewards.com to receive great money saving coupons, tips and information about upcoming events at your local Dunham's Sports. The Team Program allows the coaches of youth sports teams to sign their team up for a money saving weekend so the kids can get all the equipment they will need to participate in their sport. The Company Program is similar to the Team Program in that it allows employees of local companies to save money. Ask a sales associate about any of these money saving programs or visit www.dunhamssports.com/discount-programs.

Dunham's, one of the nations largest retail sporting goods chains, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 200 stores in 17 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook at www.facebook.com/dunhamssportinggoods.