



N e w s R e l e a s e

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DUNHAM'S SPORTS IS GETTING BIGGER & BETTER IN MIDLAND, MICHIGAN!

Waterford, MI - Michigan-based Dunham's Sports is moving its Midland location at 1826 S. Saginaw to a larger store in the Midland Mall located at 6800 Eastman Avenue. The new store is set to open its doors with a ribbon cutting Friday, July 8 at 9:00a.m.. The announcement was made by Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation.

"Moving and re-opening of this bigger store will allow us to better serve the sporting goods needs of the market and shows our continued commitment to the area," stated Lynn.

Dunham's prides itself on providing customers with a wide variety of top-quality, name-brand merchandise at low value prices. Every 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. "We keep our customers coming back because of our continued commitment to provide the largest selections at the lowest prices," says Lynn. This latest store opening will be tailored to the Midland market with a larger selection of athletic and outdoor apparel, an expanded hunting and fitness department, plus a large value area featuring footwear at savings of 30-50% off. The store will also have a new Fairway Center golf shop featuring all the top golf brands such as Taylormade, Nike, Callaway and more.

Dunham's, the Midwest's largest retail sporting goods chain, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 150 stores in 13 Midwestern and Eastern states.