



N e w s R e l e a s e

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DUNHAM'S SPORTS IS OPENING IN LENOIR, NORTH CAROLINA!

Troy, MI - Dunham's Sports, one of the nation's largest sporting goods chains, is pleased to invite Lenoir, NC and the surrounding communities to its grand opening weekend. The ribbon cutting will be hosted on Friday, July 10th at 9:00 a.m. at the new North Hills Plaza Shopping Center, 847 Blowing Rock Boulevard NW location. Store hours are Sunday, 10 a.m. to 6 p.m., and Monday-Saturday, 9 a.m. to 9:30 p.m.

The first 100 adults in line on Friday will receive a Dunham's Sports t-shirt. Also on Friday, there will be free 6-packs of Coke or Diet Coke to anyone making a \$10 purchase, while supplies last. The first 100 adults on Saturday will receive a Dunham's Sports baseball cap. On Sunday, the first 50 people/families in line will receive a \$10 Dunham's Sports gift card.

"We are excited to be opening a store in the Lenoir community," said Jeff Lynn, chairman and chief executive officer 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 opening of the Lenoir location, there are 12 Dunham's Sports in the state of North Carolina and over 200 chain wide. The new Lenoir 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 large selection of athletic and outdoor apparel, a fitness department, plus a large value area featuring footwear at savings of 30-50% off. The expanded hunting department will offer more from your favorite brands like Remington, Rocky, Bushnell and Barnett. The store will also have a Fairway Center golf shop featuring top golf brands such as Taylormade, Nike, Callaway 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. With Dunham's Rewards, you can sign up for emails or texts at www.dunhamssports.com/signup 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.

Dunham's, one of the nation's 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 19 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook page at www.facebook.com/dunhamssportinggoods or on Pinterest at www.pinterest.com/dunhamssports.