Dunham's SPORTS®

News Release

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

Troy, MI - Dunham's Sports, the Midwest's largest sporting goods retailer, is pleased to invite Rochester Hills, Michigan, and the surrounding communities, to its grand opening weekend. The ribbon cutting will be hosted on Friday, February 6 at 9:00 a.m., at the new Hampton Plaza, 2155 South Rochester Road, location. Store hours are Sunday, 9 a.m. to 6 p.m., Monday-Friday, 9 a.m. to 9:30 p.m. and Saturday, 8 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. Also on Friday, February 6 meet running back Joique Bell from 5 p.m. to 6 p.m.

"Moving and re-opening of this bigger store will allow us to better serve the sporting goods needs of Rochester Hills and shows our continued commitment to the area," 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 re-opening of the Rochester Hills location, there are 67 Dunham's Sports in the state of Michigan and over 200 chain wide. The new Rochester Hills 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 saves 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 19 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook at www.facebook.com/dunhamssportinggoods or on Dunham's Pinterest at www.pinterest.com/dunhamssports.

••••••••Meet running back Joique Bell, Friday, February 6 from 5 p.m. to 6 p.m.••••••••