



---

---

# N e w s                      R e l e a s e

FOR IMMEDIATE RELEASE:  
September 17, 2012

CONTACT: Tom Lemere  
Director of Advertising  
Dunham's Sports  
(248) 674-4991

## **DUNHAM'S SPORTS IS OPENING IN ATHENS, TENNESSEE!**

Waterford, MI - Dunham's Sports big brand names and low prices are coming to Athens, Tennessee. Michigan based Dunham's Sports will open its newest retail location in Athens, on Friday, September 21st with a ribbon cutting at 9:00a.m. The announcement was made by Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation. The new store is located in the Congress Crossing Shopping Center. Store hours are Sunday, 11a.m. to 6p.m., Monday-Saturday, 9a.m. to 9:30p.m.

"Our market research has indicated that the Athens area fits perfectly into Dunham's growth strategy and we are excited about our continued expansion in the state of Tennessee," stated Lynn.

Dunham's prides itself on providing customers with a wide variety of top-quality, value oriented, name-brand merchandise at everyday low 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 Athens market with a larger selection of athletic and outdoor apparel, expanded hunting and fitness departments, 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 strives to save the people living in our communities money, with programs like Dunham's Rewards and our Team Program. In Dunham's Rewards you can sign up at [www.dunhamsrewards.com](http://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.

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 15 Midwestern and Southern states.