



N e w s R e l e a s e

FOR IMMEDIATE RELEASE:
November 6, 2017

CONTACT: David Palmer
VP of Marketing/Advertising
Dunham's Sports
(248) 530-6700

DUNHAM'S SPORTS IS OPENING IN JEFFERSON CITY, MISSOURI!

Troy, MI - Dunham's Sports, one of the nation's largest sporting goods chains, is pleased to invite Jefferson City, MO, and the surrounding communities to its grand opening weekend. The ribbon cutting will be hosted on Friday, November 10th at 9:00 a.m. at the new Capital Mall location. Store hours are Monday-Saturday, 9 a.m. to 9:30 p.m., and Sunday, 10 a.m. to 6 p.m.

The first 100 adults in line on Friday, November 10th 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, November 11th will receive a Dunham's Sports baseball cap. On Sunday, November 12th, the first 100 adults in line will receive a Dunham's Sports gift card, with one being worth \$500.

"We are excited to be opening a store in the Jefferson City 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."

The opening of the Jefferson City location is the fourth Dunham's Sports in the state of Missouri and marks over 230 stores chain wide. The new Jefferson City 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, Skechers 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 outdoor department will offer more from your favorite brands like Remington, Rocky, Smith & Wesson and Crosman, plus a large offering of kayaks, canoes and stand-up paddleboards. The store will also have a Fairway Center golf shop featuring top golf brands such as Taylormade, Titleist, Callaway and Cobra.

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 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 coaches of youth sports teams to sign their team up for a money-saving weekend so kids can get all the equipment they need to participate in sports. 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 230 stores in 22 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook page at www.facebook.com/dunhamssportinggoods.