

EVERY SEASON STARTS AT

DICK'S
SPORTING GOODS®

**TEAM
PACKET**

Dear Coach:

The season is upon us, and DICK'S Sporting Goods is fully stocked in the best and latest equipment, footwear and apparel available. We invite you and your team to visit our stores and see all that we have to offer, with our promise that you are getting guaranteed low prices. In fact, if you find a lower price, we'll match it.

Below are two special Coach's Certificates; one for you and one for your assistant. For the players, we've enclosed coupon sheets to help ensure they have everything needed for a fun and safe season. Please pass these along to the players early in the season so everyone can enjoy the full benefits.

Plus, take advantage of additional extra savings by using the below offer that gives you 20% off your purchase of six (6) or more identical team equipment items.

Don't forget that you earn rewards when you shop at DICK'S Sporting Goods and use your ScoreCard. You'll earn one point for each dollar you spend; 300 points earns you, or your team, a \$10 reward! It's that simple. You'll also receive great offers as a ScoreCard Member. See a Store Associate for more details.

Need a successful fundraiser? Inquire about our Gift Card Fundraiser Program. We offer DICK'S Sporting Goods Gift Cards at a discounted rate. Your team sells them at the full value and keeps the discount amount! Since your team and members of your community already shop at DICK'S Sporting Goods, this program is easy selling for you! Email GiftCard@dsg.com for details.

If there is anything else we can do to serve your team better, please do not hesitate to speak with the Store Manager. Also feel free to fill out one of our comment cards at the store.

Best of luck to you and your team this season!

Sincerely,

Bill Hasslen
Director of Community Marketing
DICK'S Sporting Goods

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Valid through 1/31/09

**COACH'S
CERTIFICATE**

Take \$10 OFF
your purchase of
\$25 or more



* Limit one coupon per customer. Minimum purchase of \$25 before sales tax. Total amount of coupon must be redeemed at one time. Cannot be combined with any other offers, coupons or Guaranteed In-Stock markdown, or used for layaways, licenses or previously purchased merchandise. Coupon valid on in-store purchases only. Not redeemable for cash, gift cards or store credit. No reproductions or rain checks accepted. Excludes Under Armour, The North Face, Nike Dri-FIT, Sphere, Zoom, Shox, AFI and Jordan, Burton, Callaway Golf, Odyssey, Titleist, Cobra and select new-release TaylorMade merchandise. Some additional exclusions may apply. See store for details. ASSOCIATE: Scan barcode and take a group discount markdown. Valid through 1/31/09.

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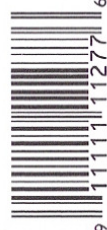
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TAKE
20% OFF

Coupon valid through 1/31/09



* Valid for coaches only.
* Limit one coupon per customer. Minimum purchase before sales tax. Total amount of coupon must be redeemed at one time. Cannot be combined with any other offers, coupons or Guaranteed In-Stock markdown, or used for layaways, licenses or previously purchased merchandise. Coupon valid on in-store purchases only. Not redeemable for cash, gift cards or store credit. No reproductions or rain checks accepted. Excludes firearms, ammunition, electronics, treadmills and championship merchandise. Some additional exclusions may apply. See store for details. ASSOCIATE: Scan barcode and take a group discount markdown. Valid through 1/31/09.

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