

Dick's Sporting Goods "One Million Fan Giveaway" Promotion Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: The Dick's Sporting Goods " One Million Fan Giveaway " Promotion (the "Promotion") is open only to legal residents of the fifty (50) United States (including the District of Columbia), who are 18 years of age or older and have a Facebook account at the time of entry. Employees, officers and directors of Dick's Sporting Goods, Inc., and its subsidiaries, as well as the immediate family members (spouse, parents, siblings and children) and household members of each such employee, are not eligible. The Promotion is governed by these Official Rules, is void where prohibited or restricted by law, and is subject to all applicable federal, state, and local laws and regulations. **SPONSOR:** The Promotion is sponsored by Dick's Sporting Goods, Inc., 345 Court Street, Coraopolis, Pennsylvania, 15108.

PERIOD: The Promotion begins at 12:00 p.m. Eastern Time ("ET") on August 9, 2012 and ends at 4:00 p.m. ET on August 13, 2012 (the "Promotional Period").

HOW TO ENTER: Visit <http://facebook.com/dickssportinggoods> and Like Dick's Sporting Goods, if you do not already. To enter, during the Promotional Period, click on the tab labeled "1M Fan Giveaway." You may also enter via direct link to the tab at <http://facebook.com/dickssportinggoods?sk=>

Limit one (1) entry per person or Facebook account per day for the Promotion. All entries must be received by 4:00 p.m. ET on the last day of the Promotional Period. No person/Facebook account can win more than one time for the duration of the Promotion. **NO PURCHASE NECESSARY TO ENTER OR WIN.**

AGREEMENT TO OFFICIAL RULES: Participation in the Promotion constitutes full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor, which are final and binding. Winning a prize is contingent on fulfilling all requirements set forth herein.

WINNERS PRIZE SELECTION AND NOTIFICATION: This is a game of chance. Odds of winning are based on the eligible number of entries received. There will be five (5) prize drawings, one to be conducted at approximately 5 pm on each day during the Promotional Period. Two (2) potential prize winners will be randomly selected from among all eligible entries received prior to each such drawing that business day.

Winners will be notified via email. If the potential winner does not respond and comply with the instructions in the email message within forty-eight (48) hours after Sponsor sends the email message, he/she will forfeit the prize, and Sponsor may select an alternate potential winner in his/her place. Only up to two (2) alternate potential winners will be selected and contacted.

REQUIREMENTS OF POTENTIAL WINNERS: A potential winner may be required to complete and return by an affidavit of eligibility and liability/publicity release (where permitted)

(the "Affidavit/Release") and a confidentiality agreement ("Confidentiality Agreement") within seven (7) days of being notified. If a potential winner fails to sign and return the Affidavit/Release and Confidentiality Agreement within the required time period, if any prize or winner notification is returned as undeliverable, or in the event of noncompliance with these Official Rules, such potential winner will be disqualified and an alternate entrant may be selected in his/her place in a random drawing of all entries. Upon disqualification, no compensation will be given.

PRIZE: Ten (10) winners will receive the following prize: (1) One Dick's Sporting Goods Gift Card with a retail value of \$50. Total retail value of all prizes is \$500. All federal, state, and local taxes and fees are the sole responsibility of the winner. Any prize details not specified above will be determined by Sponsor in its sole discretion. A prize may not be transferred and must be accepted as awarded. You may not request cash or a substitute prize

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Promotion, participants agree to release and hold harmless Sponsor, Catalyst, and their advertising, public relations and promotions agencies, and each of their related companies, parents, subsidiaries, affiliates, directors, officers, employees, and agents (the "Released Parties") from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with this Promotion or any prize won, including any injuries, loss or damage of any kind arising from or in connection with participation in the Promotion. The Released Parties are not responsible for any typographical or other error in the printing of this offer, administration of the Promotion or in the announcement of prizes. Participation in Promotion and acceptance of prize constitutes winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each winner regarding the Promotion or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. In the event Released Parties are prevented from continuing with this Promotion, or the integrity and/or feasibility of the Promotion is undermined by any event including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Released Parties' control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Promotion without further obligation and, if so, Sponsor reserves the right, but not the obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event. All entries are the property of Sponsor and are not returnable. The laws of the Commonwealth of Pennsylvania (USA), without regard to its conflict of law rules, will govern these Terms. Any action relating to this Promotion shall be initiated only in the state and federal courts located in Allegheny County, Pennsylvania (USA).

Facebook is not affiliated with this Promotion in any way and is not responsible for the administration of the Promotion or the awarding of any prizes. If any portion of these rules is determined to be invalid or illegal, the remaining portions of these rules will remain in effect and be construed with their terms as if the invalid or illegal provision were not contained herein.

DISPUTES: Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Pennsylvania. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

ONLINE REGISTRATION: This Promotion is intended for viewing in the United States only. Do not enter this Promotion if you are not located in the 50 United States or District of Columbia or if you are not a legal U.S. resident. Repetitive automated electronic submission of entries is specifically prohibited, and any such entries will be disqualified. Entrants who have created multiple Facebook accounts to enter will be disqualified. In the event of a dispute, the potential winner may be required to provide proof that he/she is the authorized account holder of the identified Facebook account, and Sponsor's decision will be final. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, all of which are void. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, including any error that may result in an erroneous appearance of qualification for a prize. Sponsor is not responsible for any problem or technical malfunction of any computer equipment or software that results in loss of entry. Any attempted form of entry other than as set forth above is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY COMPUTERIZED SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

USE OF INFORMATION: Information provided on Promotion entries or in connection with winning a prize will be used in accordance with Sponsor's privacy policy, available at http://www.dickssportinggoods.com/helpdesk/index.jsp?display=safety&subdisplay=privacy&ab=Footer_Know_PrivacyPolicy

WINNERS LIST: The names of the winners may be obtained by sending a self-addressed, stamped envelope postmarked by October 15, 2012 to: Dick's Sporting Goods, Inc., 345 Court Street, Coraopolis, Pennsylvania 15108, Attention Dick's Sporting Goods "One Million Fan Giveaway ". Promotion (Winner's List) administered by Catalyst Public Relations, 350 Fifth Avenue, 38th Floor, New York, NY, 10118.