Dick's Sporting Goods "Golf Digest HOT List" Social 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 "Golf Digest HOT List" Social 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 who have a Twitter Account. 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 ("Dick's" or "Sponsor").

PERIOD: The Promotion begins at 9:00 a.m. Eastern Time ("ET") on March 1, 2013 and ends at 6:59 p.m. ET on March 1, 2013 (the "Promotional Period"). The Promotional Period will consist of ten (10) phases (each a "Phase").

- The first phase will begin on March 1, 2013 at 9:00 a.m. ET and end at 9:59 a.m. ET on March 1, 2013 ("Phase 1").
- The second phase will begin on March 1, 2013 at 10:00 a.m. ET and end at 10:59 a.m. ET on March 1, 2013 ("Phase 2").
- The third phase will begin on March 1, 2013 at 11:00 a.m. ET and end at 11:59 a.m. ET on March 1, 2013 ("Phase 3").
- The fourth phase will begin on March 1, 2013 at 12:00 p.m. (noon) ET and end at 12:59 p.m. ET on March 1, 2013 ("Phase 4").
- The fifth phase will begin on March 1, 2013 at 1:00 p.m. ET and end at 1:59 p.m. ET on March 1, 2013 ("Phase 5").
- The sixth phase will begin on March 1, 2013 at 2:00 p.m. ET and end at 2:59 p.m. ET on March 1, 2013 ("Phase 6").
- The seventh phase will begin on March 1, 2013 at 3:00 p.m. ET and end at 3:59 p.m. ET on March 1, 2013 ("Phase 7").
- The eighth phase will begin on March 1, 2013 at 4:00 p.m. ET and end at 4:59 p.m. ET on March 1, 2013 ("Phase 8").
- The ninth phase will begin on March 1, 2013 at 5:00 p.m. ET and end at 5:59 p.m. ET on March 1, 2013 ("Phase 9").
- The tenth phase will begin on March 1, 2013 at 6:00 p.m. ET and end at 6:59 p.m. ET on March 1, 2013 ("Phase 10").

HOW TO ENTER: Become a follower of Dick's Sporting Goods (http://twitter.com/dicks) on Twitter, if you are not already, then to enter.

- During Phase 1 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 9:00am EST
- During Phase 2 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 10:00am EST

- During Phase 3 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 11:00am EST
- During Phase 4 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 12:00pm EST
- During Phase 5 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 1:00pm EST
- During Phase 6 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 2:00pm EST
- During Phase 7 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 3:00pm EST
- During Phase 8 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 4:00pm EST
- During Phase 9 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 5:00pm EST
- During Phase 10 of the promotion, individuals must follow @DICKS and @GolfDigestMag and retweet the tweet sent out from @DICKS at 6:00pm EST

Once published, an entry Tweet may not be made private or deleted during the Promotion Period; and the entry Tweet must meet the Twitter website's technical and content requirements (available at www.twitter.com).

Limit one (1) entry per person during each Phase of the Promotion Period. All entries must be received by 6:59 p.m. ET during the Promotional Period. No person is eligible to win more than one time for the duration of the Promotion.

For those who enter via mobile devices, standard message and data charges may apply.

ENTRY CRITERIA: Each tweet that is an entry into the Promotion (a "Posting") must meet the following content restrictions:

• The Posting must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement;
• The Posting must not contain material that is inappropriate, non-family-friendly, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
• The Posting must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
• The Posting must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the entry (including Postings) is created.

For all Entries: By submitting a Posting, you warrant and represent that: (a) it is your original work and has been legally created; (b) it has not been previously published or distributed in any media; (c) it has not been entered in or won previous contests or awards; (d) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity; (e) you own all rights to your Posting, including without limitation, copyrights; (f) publication of the Posting via various media

including Web posting, will not infringe on any third party rights; (g) you have received written permission from all individuals pictured in the Posting to submit the Posting in this Promotion; and (h) you will indemnify and hold harmless the Sponsor, Twitter, and related entities or agents from any claims and damages (including reasonable attorneys' fees) arising from or relating to the breach or alleged breach of your representations and warranties herein, your Posting, or your conduct in creating your Posting or otherwise in connection with this Promotion. Sponsor reserves the right to remove, reject or disqualify (along with the entrants who submitted them) any entry (including any Posting) which, in its opinion or the opinion of the judges, violates any of these Official Rules or is otherwise inappropriate.

In the event of a dispute, entries (including Postings) will be deemed made by the authorized account holder of the account submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to account by an Internet access provider, service provider or other online organization that is responsible for assigning accounts for the domain associated with the submitted account. Entries (including Postings) made by any other individual or entity that is not the person named on the submitted entry (including Postings), or made in any manner inconsistent with these Official Rules, will be declared invalid and disqualified from this Promotion.

By submitting an entry (including Postings), all entrants agree that Sponsor has the unrestricted right to use the entry (including Postings) in whole or in part, commercially or non-commercially, in all forms of media known or unknown, in perpetuity, worldwide, including the right to publish and display the entry (including Postings) for advertising and publicity, and to edit and make derivative works, without notice or compensation, except where prohibited. Entrants also agree that Sponsor may post any entry (including Postings), including the entrant's first name, on its Web site(s) and/or its Web pages on third-party sites.

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 eligible number of entries. There are ten phases to this promotion:

- At approximately 7:00 pm ET on March 1, 2013, ("Phase 1 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Eight of the Promotional Period, to receive an Adams SUPER S Speedline fairway wood valued at $199.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 2 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Three of the Promotional Period, to receive a Callaway Razr Fit Extreme valued at $ 399.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 3 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Five of the Promotional Period, to receive a Cobra AMP Cell driver valued at $ 299.99.

- At approximately 7:00 pm ET on March 1, 2013, ("Phase 4 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase One of the Promotional Period, to receive a TaylorMade R1 driver valued at $399.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 5 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Six of the Promotional Period, to receive a Nike VR_S Covert driver valued at $299.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 6 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Four of the Promotional Period, to receive a Callaway X-Hot fairway wood valued at $ 229.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 7 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Seven of the Promotional Period, to receive a Ping G25 driver valued at $ 349.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 8 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Two of the Promotional Period, to receive a TaylorMadeRBZ Stage 2 fairway wood valued at $ 249.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 9 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Nine of the Promotional Period, to receive a Cleveland 588 RTX Wedge valued at $119.99.
- At approximately 7:00 pm ET on March 1, 2013, ("Phase 10 Drawing") one potential winner will be chosen in a random drawing, among all eligible entries received during the Phase Ten of the Promotional Period, to receive an Odyssey Versa Series putter valued at $ 169.99.

The potential winners will be notified by Dick's in the following way:

1. Sponsor visit the potential winner's Twitter account and send a direct message to the potential winner.

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

- There will be one (1) Phase One Prize, consisting of an Adams SUPER S Speedline fairway wood valued at $ 199.99.
- There will be one (1) Phase Two Prize, consisting of a Callaway Razr Fit Extreme driver valued at $ 399.99.
- There will be one (1) Phase Three Prize, consisting of a Cobra AMP Cell driver valued at $ 299.99.
- There will be one (1) Phase Four Prize, consisting of a TaylorMade R1 driver valued at $399.99.
- There will be one (1) Phase Five Prize, consisting of a Nike VR_S Covert driver valued at $299.99.
- There will be one (1) Phase Six Prize, consisting of a Callaway X-Hot fairway wood valued at $ 229.99.
- There will be one (1) Phase Seven Prize, consisting of a Ping G25 driver valued at $ 349.99.
- There will be one (1) Phase Eight Prize, consisting of a TaylorMadeRBZ Stage 2 fairway wood valued at $ 249.99.
- There will be one (1) Phase Nine Prize, consisting of a Cleveland 588 RTX Wedge valued at $119.99.
- There will be one (1) Phase Ten Prize, consisting of an Odyssey Versa Series putter valued at $169.99.

The total value of all prizes combined is $2,719.90. 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 Dick’s Sporting Goods, Inc., Twitter, 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 Sponsor is 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 Sponsor's 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).

Twitter 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 Twitter 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 Twitter 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 May 30, 2013 to: Dick's Sporting Goods, Inc., 345 Court Street, Coraopolis, Pennsylvania 15108, Attention Dick's Sporting Goods "Dick's Sporting Goods “Golf Digest HOT List” Social Promotion (Winner's List) administered by Catalyst Public Relations, 350 Fifth Avenue, 38th Floor, New York, NY, 10118.