



N e w s R e l e a s e

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DUNHAM'S SPORTS IS OPENING IN SALINA, KANSAS!

Troy, MI - Dunham's Sports® is pleased to invite Salina, KS, and the surrounding communities to its grand opening weekend! The ribbon cutting will be hosted on Friday, June 4th at 9 a.m. at the Central Mall. The new location will bring up to 40 new full-time and part-time jobs to the community. Store hours are Monday-Saturday, 9 a.m. to 9 p.m., and Sunday, 10 a.m. to 7 p.m.

The first 75 adult customers to make a purchase on Friday, June 4th will receive a Dunham's Sports gift card, with one being worth \$100. On Saturday, June 5th, the first 50 people to make a purchase will receive a Dunham's Sports t-shirt. And the first 50 people to make a purchase on Sunday, June 6th will receive a Dunham's Sports baseball cap.

The opening of the Salina location is the second Dunham's Sports® in the state of Kansas. Dunham's Sports® is one of the largest sporting goods chains in the country, operating 240 stores in 22 states. Founded in 1937 as Dunham's Bait & Tackle, Dunham's Sports® has grown to become the leading full-line sporting goods chain in secondary and tertiary markets in the United States.

"We are excited to be opening a store in the Salina 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 new store will offer expanded footwear and apparel departments, a large outdoor hunt, fish, camp and water sports area, and a broad selection of fitness equipment. In addition, Dunham's Sports® will offer a wide selection of equipment for all team sports from youth through adult, a large golf department, a broad selection of indoor and outdoor games, Go Carts and Mini Bikes, work wear, denim, hydration and much more. The store will feature big name brands like Under Armour®, Carhartt®, Yeti®, Hydro Flask®, Levi's®, and many more.

Dunham's Sports® is focused on delivering the name brands customers are looking for across its full assortment, while delivering great value; both tie directly into Dunham's Sports® motto "Big Names . . . Low Prices." We encourage you to: Get in the Game® at Dunham's Sports®, where our big names bring you in and our low prices bring you back! Visit dunhamssports.com to find out more about the great brands and values Dunham's Sports® has to offer.

Additional Information about Dunham's Sports®

Dunham's Sports® believes strongly in the importance of sports. The company is passionate about expanding access to sports by providing a best-in-class assortment of brand names and categories at value pricing to smaller towns and cities across the country. Dunham's also offers ways to save on all your sporting goods needs with our Rewards Email, Text Alerts, and the Team, Company or Sportsmen's Club discount programs. Find out more information on each of these programs at dunhamssports.com. Get in the Game® and save at Dunham's Sports®.