



N e w s R e l e a s e

FOR IMMEDIATE RELEASE:

November 7, 2011

CONTACT: Tom Lemere

Director of Advertising

Dunham's Sports

(248) 674-4991

DUNHAM'S SPORTS IS OPENING IN FRANKLIN, WISCONSIN!

Waterford, MI - Dunham's Sports big brand names and low prices are coming to Franklin, Wisconsin. Michigan based Dunham's Sports will open its newest retail location in Franklin, on Friday, November 11th with a ribbon cutting at 9:00a.m. The announcement was made by Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation. The new store is located in the Franklin Town Center at 6525 S. 27th Street. Store hours are Sunday, 10a.m. to 6p.m., Monday-Saturday, 9a.m. to 9:30p.m.

"Our market research indicates Franklin is a vibrant and growing community and the opening of this store continues our expansion throughout the Milwaukee area and the state of Wisconsin," stated Lynn.

Dunham's prides itself on providing customers with a wide variety of top-quality, value oriented, name-brand merchandise at everyday low prices. Every 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. "We keep our customers coming back because of our continued commitment to provide the largest selections at the lowest prices," says Lynn. This latest store opening will be tailored to the Franklin market with a larger selection of athletic and outdoor apparel, expanded hunting and fitness departments, plus a large value area featuring footwear at savings of 30-50% off. The store will also have a new Fairway Center golf shop featuring all the top golf brands such as Taylormade, Nike, Callaway and more.

Dunham's, the Midwest's largest retail sporting goods chain, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 150 stores in 12 Midwestern states.