



N e w s R e l e a s e

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DUNHAM'S SPORTS IS OPENING AT MIDNIGHT IN CHESTERFIELD TOWNSHIP THIS FRIDAY!

Waterford, MI - Dunham's Sports big brand names and low prices are coming to Chesterfield Township. Michigan based Dunham's Sports will open its retail location in Chesterfield Township, in the Chesterfield Village Square at midnight on Black Friday, November 23rd. The announcement was made by Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation. Regular store hours are Sunday, 9a.m. to 6p.m., Monday-Saturday, 9a.m. to 9:30p.m.

"Our market research has indicated that the Chesterfield Township area fits perfectly into Dunham's growth strategy and we are excited about our continued expansion in the state of Michigan," 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 Chesterfield Township market with large apparel and footwear departments that will feature Under Armour and Nike shops, 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 a golf simulator, all the top brands in golf such as Taylormade, Nike, Callaway, and a huge selection of golf balls.

Dunham's strives to save the people living in our communities money, with programs like Dunham's Rewards and our Team Program. In Dunham's Rewards you can sign up at www.dunhamsrewards.com to receive great money saving coupons, tips and information about upcoming events at your local Dunham's Sports. The Team Program allows the coaches of youth sports teams to sign their team up for a money saving weekend so the kids can get all the equipment they will need to participate in their sport.

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 16 Midwestern and Southern states.