



N e w s R e l e a s e

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DUNHAM'S SPORTS IS OPENING IN BURLINGTON, NORTH CAROLINA!

Waterford, MI - Dunham's Sports big brand names and low prices are coming to Burlington, North Carolina. Michigan based Dunham's Sports will open its retail location in Burlington, at the Holly Hill Mall on Friday, July 27th with a ribbon cutting at 9:00a.m. The 88,000 square foot store will be the largest store in the Dunham's Sports chain. The announcement was made by Jeff Lynn, chairman and chief executive officer of Dunham's Athleisure Corporation. Store hours are Sunday, 10a.m. to 6p.m., Monday-Saturday, 9a.m. to 9:30p.m.

"Our market research has indicated that the Burlington area fits perfectly into Dunham's growth strategy and we are excited to be opening the first store in the state of North Carolina" 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 Burlington market including the largest selection of team logo apparel for North Carolina schools and a newly expanded team/logo hat department. There will be huge apparel and footwear departments with large Under Armour and Nike shops, a large work wear area, 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 an overwhelming selection of golf balls. There will also be 30,000 square feet of outdoor equipment and clothing to include a huge selection of fishing, boats, camping and a hunting/archery department with an archery product testing range and one of the largest selections of ammo in the state.

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, one of the nations largest retail sporting goods chains, was founded in 1937 in Detroit as Dunham's Bait and Tackle and has grown to over 150 stores in 15 states.