



---

---

# 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 ALEXANDRIA, KENTUCKY!**

Waterford, MI - Dunham's Sports big brand names and low prices are coming to Alexandria, Kentucky. Michigan based Dunham's Sports will open its newest retail location in Alexandria, 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 Alexandria Village Green at 6905 Alexandria Pike. Store hours are Sunday, 10a.m. to 6p.m., Monday-Saturday, 9a.m. to 9:30p.m.

"Our market research has indicated that the Alexandria area fits perfectly into Dunham's growth strategy and we are excited about our continued expansion in the state of Kentucky," 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 Alexandria 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.