



N e w s R e l e a s e

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CONTACT: Tom Lemere

Director of Advertising
Dunham's Sports
(248) 674-4991

DUNHAM'S SPORTS IS RE-OPENING IN NATRONA HEIGHTS, PENNSYLVANIA!

Waterford, MI - Dunham's Sports, the Midwest's largest sporting goods retailer, is pleased to invite Natrona Heights and the surrounding communities to its grand re-opening weekend. The ribbon cutting will be hosted on Friday, July 26 at 9:00 a.m., at the new Highlands Mall, 40 Highlands Mall, location. Store hours are Sunday, 10 a.m. to 6 p.m., and Monday-Saturday, 9 a.m. to 9:30 p.m.

The first 100 adults in line on Friday will receive a Dunham's Sports t-shirt. Also on Friday, there will be free 6-packs of Coke or Diet-Coke to anyone making a \$10 purchase, while supplies last. The first 100 adults on Saturday will receive a Dunham's Sports baseball cap. On Sunday the first 50 people/families in line will receive a \$10 Dunham's Sports gift card.

"We are excited to be re-opening this bigger and better store in the Natrona Heights 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."

With the re-opening of the Natrona Heights location there are 25 Dunham's Sports in the state of Pennsylvania and over 175 chain wide. The new Natrona Heights 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. There will also be 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 strives to save the people living in our local communities money, with programs like Dunham's Rewards, the Team Program and our Company 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. The Company Program is similar to the Team Program in that it allows employees of local companies to save money. Ask a sales associate about any of these money saving programs.

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 175 stores in 16 Midwestern and Southern states. You can join the sports conversation on Dunham's Facebook at www.facebook.com/dunhamssportinggoods.