



NEWS RELEASE

For Release: Monday, April 13, 2009
Contact: **Lenny Francoeur**, Tournament Director
(479) 715-6103 or lenny@toyotatexasbassclassic.com
Adam Harris, Marketing & Communications Manager
(919) 531-0500 or adam@toyotatexasbassclassic.com

DICK'S SPORTING GOODS PARTNERS WITH TOYOTA TEXAS BASS CLASSIC

LAKE CONROE, TEXAS – The Toyota Texas Bass Classic (TTBC) has announced that sporting goods retailer Dick's Sporting Goods is partnering with the 2009 event. Dick's Sporting Goods is the exclusive TTBC merchandise retailer, official TTBC apparel provider and official TTBC sporting goods provider. The TTBC will be held October 16 – 18 at Lake Conroe in Montgomery, Texas.

“With our deep roots in fishing from when Dick's Sporting Goods started as a bait-and-tackle shop over 60 years ago, we are proud to be a partner at the 2009 Toyota Texas Bass Classic at Lake Conroe. We have a great appreciation for the sport of fishing and we continue to be a destination for anglers across the country,” said Jeffrey R. Hennion, EVP and Chief Marketing Officer.

Dick's will have a significant presence on-site during the tournament. The area will feature the Dick's Sporting Goods Field & Stream mobile fish tank where professional anglers will be on hand giving free product demonstrations and fishing seminars. Dick's Sporting Goods will also be bringing its Field & Stream mobile archery range, as many bass anglers are also avid bow hunters.

“This is an outstanding partnership for the Toyota Texas Bass Classic,” said Tournament Director Lenny Francoeur. “Dick's Sporting Goods is highly regarded across the country as an industry leading sporting goods retailer. This partnership offers them an outstanding venue for building brand awareness while giving TTBC fans a great experience in their exhibition area.”

For the first year, the TTBC is positioned as the world championship of the PAA Tournament Series and the format will be an individual angling competition, making the event a true world championship. The field will be comprised of 60 anglers, all qualified members of the PAA who earn spots based on PAA Tournament Series finishes or other merits.

The Toyota Texas Bass Classic is sanctioned by the Professional Anglers Association with technical assistance and support from Texas Parks and Wildlife Department's Inland Fisheries Division. Title sponsor for the event is Toyota. Dick's Sporting Goods is the official sporting goods provider. Evan Williams is the official bourbon. The tournament will be held on Buffalo Springs, a planned development in the City of Montgomery. Corporate partnership opportunities are available for 2009. For additional information, visit www.toyotatexasbassclassic.com.



About Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel, and footwear in a specialty store environment. As of January 31, 2009, the Company operated 384 Dick's Sporting Goods stores in 39 states primarily throughout the eastern half of the U.S. The Company also owns Golf Galaxy, Inc., a multi-channel golf specialty retailer, with 89 stores in 31 states, ecommerce websites and catalog operations and Chick's Sporting Goods, Inc., which operates 14 specialty sporting goods stores in Southern California.