

EVERY SEASON STARTS AT

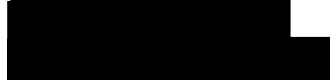


www.DicksSportingGoods.com

300 Industry Drive • RIDC Park West • Pittsburgh, PA 15275

Main Phone: 724-273-3400 Main Fax: 724-227-1900

Mr. Edgar Stephan



January 6, 2009

Dear Mr. Stephan,

Thank for you sharing your comments regarding your recent Monroeville, PA Dick's Sporting Goods store experience. Please accept our sincerest apologies for any inconvenience or dissatisfaction that you may have experienced.

It is our intentions to provide a positive and friendly customer experience to our valued patrons as they shop our store and I am sorry that we failed to do so during your store visit.

We appreciate you sharing the information regarding the PA firearm carry laws. Our firearms, ammunition and other hunting products are important categories as our customers who purchase these items in our stores. It is important to us that we forge strong and lasting relationship with our firearm patrons and we're sorry that we failed to so back on December 6th.

We hope you give us another opportunity to provide the type of service in which we know we are capable of delivering. Thank you again for your time and your valuable feedback.

Best Regards,

Dick's Sporting Goods
Corporate Customer Service Department
866-677-4771

CC Monroeville, PA Store Manager