

DICKS SPORTING GOODS INC  
Form DEFA14A  
April 20, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A  
(RULE 14a-101)**

**SCHEDULE 14A INFORMATION  
Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement.
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)).**
- Definitive Proxy Statement.
- Definitive Additional Materials.
- Soliciting Material Pursuant to §240.14a-12.

**Dick's Sporting Goods, Inc.**

**(Name of Registrant as Specified in its Charter)**

**(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)**

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the

Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

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**Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting  
to be held on June 3, 2009, for Dick's Sporting Goods, Inc.**

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. To view the proxy statement and annual report, go to [www.proxydocs.com/dks](http://www.proxydocs.com/dks). To vote your proxy while visiting this site you will need the 12 digit control number in the box below.

Under new United States Securities and Exchange Commission rules, proxy materials do not have to be delivered in paper. Proxy materials can be distributed by making them available on the Internet. We have chosen to adopt these rules and need YOUR participation.

*If you want to receive a paper or e-mail notice of the proxy material, you may request one. There is no charge to you for requesting a copy. In order to receive a paper package in time for this year's annual meeting, you must make this request on or before May 22, 2009.*

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**View Materials Online at [www.proxydocs.com/dks](http://www.proxydocs.com/dks)  
A convenient way to view proxy materials and VOTE!**

Material may be requested by one of the following methods:

**INTERNET**  
[www.investorelections.com/dks](http://www.investorelections.com/dks)

**TELEPHONE**  
**(866) 648-8133**

**\*E-MAIL**  
[paper@investorelections.com](mailto:paper@investorelections.com)

**You must use the 12 digit control number  
located in the box below.**

\* If requesting material by e-mail,  
please send a blank e-mail with the

12 digit control number (located below) in the subject line. No other re-requests, instructions or other inquiries should be included with your e-mail requesting material.

To view your proxy materials online, go to [www.proxydocs.com/dks](http://www.proxydocs.com/dks). Have the 12 digit control number available when you access the website and follow the instructions.

**Dick s Sporting Goods, Inc. Notice of Annual Meeting**

Date: June 3, 2009

Time: 1:30 p.m. (local time)

Place: Hyatt Regency, 1111 Airport Blvd, Pittsburgh, PA 15231

The purpose of the Annual Meeting is to take action on two proposals:

Proposal One Election of three (3) Class A Directors, each for terms that expire in 2012.

**The Board of Directors recommends that you vote FOR each of the Class A Directors.**

Proposal Two Ratify the appointment of Deloitte & Touche LLP as the Company s independent registered public accounting firm.

**The Board of Directors recommends that you vote FOR ratification of Deloitte & Touche LLP.**

*Should you require directions to the annual meeting, please call (724) 273-3128*

**Vote In Person Instructions:** While we encourage shareholders to vote by the means indicated above, a shareholder is entitled to vote in person at the annual meeting. Additionally, a shareholder who has submitted a proxy before the meeting, may revoke that proxy in person at the annual meeting.

**CONTROL NO.**

**ACCOUNT NO.**

**# SHARES**