



SPORTS AUTHORITY ANNOUNCES THE GRAND OPENING OF PHOENIX'S DESERT RIDGE MARKETPLACE

Join Channing Frye of the Phoenix Suns to Celebrate the 15th Store Opening in Phoenix with Special Promotions and Giveaways

Englewood, CO (March 12, 2012) – Sports Authority, the nation's premier full-line sporting goods retailer, today announced that it will celebrate the grand opening of its newest store in Phoenix, Arizona at the Desert Ridge Marketplace this Saturday, March 17th. The new 34,300 square-foot store opens at 8 AM and is located at 21001 N. Tatum Blvd.

Desert Ridge Marketplace, located in North Phoenix, features an integrated mix of top retail stores, restaurants and entertainment. This Sports Authority is designed in a new format that enhances the customer's overall shopping experience and offers unique and innovative layouts that are simple and bold. Customers can expect clear and intuitive store layouts with distinct zones and power departments for apparel, team sports, footwear, outdoor, fitness and more. Additionally, this store will carry an array of new offerings and showcase how-to educational graphics that will increase brand visibility.

"We are excited to celebrate the grand opening of our new location in Phoenix where we will provide industry-leading customer service and a complete selection of quality sporting good products," said Darrell Webb, President and CEO of Sports Authority. "Sports Authority truly believes in celebrating the good in sports and with these new locations, we are not only creating local jobs, we're also providing great value and service to athletes and organizations in these communities."

"Sports Authority will be a wonderful addition at Desert Ridge Marketplace. It is the perfect complement to our broad selection of shopping, dining and entertainment offerings," said Denise Hart, Vice President of Marketing for Vestar.

The Desert Ridge Sports Authority Grand Opening will award the first 250 customers with "mystery bucks" that range from \$5 to \$500 in value, a chance to win a \$1,000 shopping spree and hourly \$100 cash drawings. Sports Authority is also hosting an appearance by Phoenix Suns forward-center Channing Frye at 4 PM.

Sports Authority is a one-stop resource where customers can easily find the sporting apparel and equipment they need. Stores feature top name brands including Nike, Under Armour, adidas, The North Face, TaylorMade and many more. Sports Authority is the official sporting goods retailer of the Arizona Youth Soccer Association and national partners of Pop Warner, Babe Ruth League, US Lacrosse, and US Youth Soccer.

Regular store hours will be Monday through Saturday, 9 AM – 9:30 PM and Sunday, 9 AM - 8 PM. For more information about Sports Authority visit, www.sportsauthority.com

About Sports Authority

Sports Authority is staffed with experts in all areas of sports and fitness related topics, and strives to be the ultimate "authority," both on and off the field. Whether in the game or cheering from the sidelines, Sports Authority is the leading destination for consumers to fulfill their own sports equipment needs, as well as find their favorite team's apparel. Sports Authority operates 469 stores in 45 states, and employs more than 15,000 associates nationwide. It also operates stores in Japan under a partnership with AEON Co., Ltd. The company's e-commerce website is located at www.sportsauthority.com.

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