



TRIBECA DIGITAL STUDIOS AND DICK'S SPORTING GOODS FILMS TO PRODUCE DOCUMENTARY ON THREE-TIME U.S. OLYMPIC GOLD MEDALIST KERRI WALSH JENNINGS

Emmy Award®-winning director Gabe Spitzer to chronicle Walsh Jennings' year leading up to the Rio 2016 Summer Olympics

New York, NY - (July 20, 2015) – Tribeca Digital Studios and DICK'S Sporting Goods Films announced today that they are producing a documentary following Kerri Walsh Jennings, three-time U.S. Olympic gold medalist in beach volleyball, in her quest to win a fourth consecutive gold medal at the Rio 2016 Olympic Games. Three-time Emmy Award®-winning director and producer Gabe Spitzer will offer rare, intimate access to Jennings as she balances life as a mother of three while training with new partner April Ross in their quest for the gold. Production begins this month. Earlier this year, Tribeca Digital Studios and The DICK'S Sporting Goods Foundation won the Outstanding Sports Documentary Emmy® for *We Could Be King*.

"When we first partnered with DICK'S Sporting Goods last year, we set out to tell inspiring stories through the lens of experienced filmmakers and redefine the relationship between corporate brands and content creation," said Paula Weinstein, Executive Vice President, Tribeca Enterprises. "It has proven to be a winning combination. We are looking forward to starting production on this new project and shining a light on an incredible athlete as she works towards making Olympic history."

"We aim to tell emotional and powerful stories that bring to life our core brand belief that sports make people better," said Lauren Hobart, Senior Vice President & Chief Marketing Officer, DICK'S Sporting Goods. "Nobody embodies this belief more than Kerri Walsh Jennings. We are excited to partner with Tribeca Digital Studios to document Kerri's journey and show how her passion for her sport, her country and her family fuel her intense determination to become just the fifth American in Olympic history to win four gold medals in a single event."

"I am thrilled to partner with DICK'S and Tribeca as they follow me in my quest to bring home a fourth gold medal," said three-time Olympic Gold medalist Kerri Walsh Jennings. "Representing my country as an Olympic athlete is an honor I take seriously – but I am the most proud of being a mother, wife and role model to young athletes. I hope my story inspires viewers and provides them a glimpse of how sports have shaped my life."

About Tribeca® Digital Studios

In continued support of Tribeca Enterprises' mission, Tribeca® Digital Studios develops and produces original programming for leading digital networks, custom film projects in association with brand partners and digital content for emerging platforms. Tribeca Digital Studios delivers high quality storytelling across the evolving media landscape by utilizing our network of filmmakers and established track record in film and television production.

About DICK'S Sporting Goods

Founded in 1948, DICK'S Sporting Goods, Inc. is a leading omni-channel sporting goods retailer offering an extensive assortment of authentic, high-quality sports equipment, apparel, footwear and accessories. As of May 2, 2015, the Company operated more than 610 DICK'S Sporting Goods locations across the United States, serving and inspiring athletes and outdoor enthusiasts to achieve their personal best through a blend of dedicated associates, in-store services and unique specialty shop-in-shops dedicated to Team Sports, Athletic Apparel, Golf, Lodge/Outdoor, Fitness and Footwear. Headquartered in Pittsburgh, PA, DICK'S also owns and operates Golf Galaxy, Field & Stream and True Runner specialty stores. DICK'S offers its products through a content-rich eCommerce platform that is integrated with its store network and provides customers with the convenience and expertise of a 24-hour storefront. For more information, visit the Press Room or Investor Relations pages at DICKS.com.

Contact:

Tribeca Digital Studios:

Tammie Rosen – Tribeca Enterprises 212 941 2003, trosen@tribecaenterprises.com

Tahra Grant – Rubenstein Communications 212 843 9213, tgrant@rubenstein.com

DICK'S Sporting Goods: press@dcs.com