

DICKS SPORTING GOODS INC  
 Form 4  
 September 21, 2009

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Hennion Jeffrey R.

2. Issuer Name and Ticker or Trading Symbol  
 DICKS SPORTING GOODS INC [DKS]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 300 INDUSTRY DRIVE, RIDC  
 PARK WEST  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/17/2009

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Exec. VP, Chief Marketing Off.

PITTSBURGH, PA 15275

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)         | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |                       |   |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|-----------------------|---|
|   |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |                       |   |
| Common Stock, par value \$.01 per share | 09/17/2009                           |  | M                              |   | 6,085   | A  | \$ 1.08                           | 56,567 <sup>(1)</sup> | D |
| Common Stock, par value \$.01 per share | 09/17/2009                           |  | S                              |   | 6,085   | D  | \$ 23                             | 50,482 <sup>(1)</sup> | D |
| Common Stock, par value \$.01           | 09/18/2009                           |  | M                              |   | 3,915   | A  | \$ 1.08                           | 54,397 <sup>(1)</sup> | D |

per share

Common Stock, par value \$.01 per share  
 09/18/2009 S 3,915 D \$ 23.0031 50,482 <sup>(1)</sup> <sub>(2)</sub> D

Common Stock, par value \$.01 per share  
 1,200 I by children <sup>(3)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.** SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
*(e.g., puts, calls, warrants, options, convertible securities)*

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. D S (I) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title      | Amount or Number of Shares |
| Stock Option (Right to Buy)                | \$ 1.08  | 09/17/2009                           |  | M                              | 6,085   | 01/27/2004 01/27/2010                                    | Common Stock, par value \$.01 per share                       | 6,085      |                            |
| Stock Option (Right to Buy)                | \$ 1.08  | 09/18/2009                           |  | M                              | 3,915   | 01/27/2004 01/27/2010                                    | Common Stock, par value \$.01 per share                       | 3,915      |                            |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |

Hennion Jeffrey R.  
300 INDUSTRY DRIVE  
RIDC PARK WEST  
PITTSBURGH, PA 15275

Exec. VP, Chief Marketing Off.

## Signatures

/s/ Jeffrey R.  
Hennion

09/21/2009

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Amount includes 695 shares purchased through the Dick's Sporting Goods, Inc. Employee Stock Purchase Plan in June 2009.

Represents the weighted average of multiple sales transactions ranging in price from \$23.00 to \$23.04. The reporting person agrees to

(2) provide full information regarding the number of shares sold at each separate price upon request by the SEC Commission staff, the Company or a security holder of the Company.

(3) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for the purpose of Section 16 or for any other purpose.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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