

EVERY SEASON STARTS AT



www.DicksSportingGoods.com

345 Court Street • Coraopolis, PA 15108

Main Phone: 724-273-3400

June 1, 2010

To Whom It May Concern:

It is my pleasure to write this letter of support for Kirk Palmer and his associates. I have worked with Kirk and his team for the past 3-4 years in my position as SVP, Human Resources for Dick's Sporting Goods. Kirk has played a significant role in placing talent into our organization during a continued time of dramatic growth and expansion.

My goal in working with external search firms is to find the few true "partners" who understand our business and our culture and can strategically source the best talent possible. My interaction with Kirk is a partnership. He is networked in the retail space – he knows everyone – which allows him to present a fresh talent pipeline versus the "stable of stale talent" others may bring forth. Kirk listens and takes feedback well; we can vigorously debate and come to great solutions. Together, we have partnered on executive searches that have landed exceptional talent for Dick's Sporting Goods.

Kirk understands who we are and what is important to us. When he presents a candidate for my consideration, I am confident that he or she will be a competent "fit" to our company. He is attentive and available at all hours and he leaves all candidates – those hired or those declined – with a positive interview experience.

I would recommend your investment in the partnership with Kirk Palmer & Associates.

Sincerely,

Kathryn L. Sutter
Senior Vice President, Human Resources
kathy.sutter@dcsg.com