

Dicks Sporting Goods
300 Industry Drive
Pittsburgh, PA 15275

May 3, 2008

Dear Mr. Stack,

I am not one to write to company CEOs to complain but then again I am not usually as upset as I am right now with your company. After a month of research and shopping around I finally decided to buy a fishing canoe today. I had found the one I wanted on your website yesterday and had placed it in the shopping cart to check the shipping amount. I also applied a 20% off "any regular-price of sale-price equipment item" coupon, which was accepted. The shipping costs was more than the local sales tax in Huntsville, Alabama so I decided to shop your local Huntsville store today and pick up the canoe. I have purchased an over/under 20 guage shotgun, fishing rods and reels, ammo, lures, shoes and golf equipment in the past year from this same store so I felt good about the choice.

When I presented my coupon at the register I was told that it was not applicable since the canoe was not "equipment". I find that almost humorous since the Webster's Dictionary has defined equipment as follows since 1913: 2. Whatever is used in equipping; necessities for an expedition or voyage; the collective designation for the articles comprising an outfit; equipage; as, a railroad equipment (locomotives, cars, etc.; for carrying on business); horse equipments; infantry equipments; naval equipments; laboratory equipments.

I explained to the sales clerk that I had applied the coupon to the item at dickssportinggoods.com and it was accepted to which I was told that Dicks leased the company name to the online company so it was different. At this time I asked to speak to the manager about the coupon as I truly felt that either the clerk was misinformed or your advertisement was misleading. The manager came and when I explained the situation he left to "call someone" about this. After a lengthy wait he returned and informed me that he was unable to get in touch with "anyone" but that he was unable to accept the coupon since it was a "boat" not "equipment." At this time I left your store furious and vowed to never return again since you took what was going to be a fun, exciting day and ruined it. I will spend my money at the Huntsville Gander Mountain or even Super Wal-Mart instead.

I am writing to you to give the opinion that Dicks Sporting Goods is using deceptive advertising practices with this type of coupon and if there are exceptions they should all be listed. Your store manager takes great pride in the fact that there is a sentence at the end stating "Some additional exclusions may apply. See store for details" Which evidentially allows him to exclude whatever he sees fit. I will make sure that all my friends, co-workers and employees (educated hunters, fishermen and golfers all) are aware of my experience with your lack of focused customer service and your deceptive business practices and I assure you that the lost revenue will make this \$70 discount a serious error on your company's part. I will be providing a copy of this letter to the Huntsville Better Business Bureau, where I will be filing a deceptive advertising complaint and a copy will be made available on my personal website for the general public to find via Google search as well.

Sincerely,

(Original hardcopy signed)

Steven L. Gordon
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