

STACK EDWARD W  
Form 4  
December 14, 2010

**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 \*  
STACK EDWARD W

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)  
345 COURT STREET  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/10/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman and Chief Exec. Off.

CORAOPOLIS, PA 15108

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 Indirect Beneficial Ownership (Instr. 4) |
|---|--------------------------------------|--|--------------------------------|---|---|--|---|
|   |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock, par value \$.01 per share | 12/10/2010                           |  | M                              |   | 517,500<br>(10)   | A  | \$ 3  |
| Common Stock, par value \$.01 per share | 12/10/2010                           |  | S                              |   | 517,500<br>(10)   | D  | \$ 35.8304<br>(9)                                     |
| Common Stock, par value \$.01 per share |                                      |  |                                |   |   | I  | 10,940  |

By children  
(2)

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|   |           |   |                                   |
|---|-----------|---|-----------------------------------|
| Common Stock, par value \$.01 per share | 2,525,000 | I | By trust<br><u>(3)</u> <u>(4)</u> |
| Common Stock, par value \$.01 per share | 2,525,000 | I | By trust<br><u>(3)</u> <u>(5)</u> |
| Common Stock, par value \$.01 per share | 2,525,000 | I | By trust<br><u>(3)</u> <u>(6)</u> |
| Common Stock, par value \$.01 per share | 2,525,000 | I | By trust<br><u>(3)</u> <u>(7)</u> |
| Common Stock, par value \$.01 per share | 2,521,808 | I | By trust<br><u>(3)</u> <u>(8)</u> |

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

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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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount of Number of Shares                              |
| Stock Option (Right to Buy)                | \$ 3   | 12/10/2010                           |  | M                              | 517,500<br><u>(10)</u>  | 10/15/2006 10/15/2012                                    | Common Stock, par value \$.01 per share 517,500               |

## Reporting Owners

| Reporting Owner Name / Address                             | Relationships |           |                               |       |
|--|---------------|-----------|-------------------------------|-------|
|  | Director      | 10% Owner | Officer                       | Other |
| STACK EDWARD W<br>345 COURT STREET<br>CORAOPOLIS, PA 15108 | X             | X         | Chairman and Chief Exec. Off. |       |

## Signatures

/s/ Edward W.  
Stack 12/14/2010

\_\_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 6,000,000 shares of Class B common stock, which are not registered under the Securities Exchange Act of 1934, as amended. Holders of Class B common stock have identical rights to holders of common stock, except that holders of Class B common stock are entitled to 10 votes for each share held of record. Each share of Class B common stock is convertible, at any time, at the option of the holder, into one share of common stock.
- (2) Shares are held by the reporting person on behalf of children. 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 purposes of Section 16 or for any other purpose.
- (3) Represents shares of Class B common stock, which are not registered under the Securities Exchange Act of 1934, as amended. Holders of Class B common stock have identical rights to holders of common stock, except that holders of Class B common stock are entitled to 10 votes for each share held of record. Each share of Class B common stock is convertible, at any time, at the option of the holder, into one share of common stock.
- (4) These shares were previously reported as directly beneficially owned but were contributed to a grantor retained annuity trust on 5/26/10 and are held by the Edward W. Stack Grantor Retained Annuity Trust I.
- (5) These shares were previously reported as directly beneficially owned but were contributed to a grantor retained annuity trust on 5/26/10 and are held by the Edward W. Stack Grantor Retained Annuity Trust II.
- (6) These shares were previously reported as directly beneficially owned but were contributed to a grantor retained annuity trust on 5/26/10 and are held by the Edward W. Stack Grantor Retained Annuity Trust II.
- (7) These shares were previously reported as directly beneficially owned but were contributed to a grantor retained annuity trust on 5/26/10 and are held by the Edward W. Stack Grantor Retained Annuity Trust IV.
- (8) These shares were previously reported as directly beneficially owned but were contributed to a grantor retained annuity trust on 5/26/10 and are held by the Edward W. Stack Grantor Retained Annuity Trust V.
- (9) Represents the weighted average of multiple sales transactions ranging in price from \$35.80 - \$36.05. The reporting person agrees to provide full information regarding the number of shares sold at each separate price upon request by the SEC staff, the Company or a security holder of the Company.
- (10) Pursuant to a Memorandum of Understanding ("MOU") dated the 2nd day of March, 2009, Mr. Stack's former spouse is entitled to receive the economic benefit with respect to stock options exercisable for 3,350,000 shares of common stock (the number of shares would be equitably adjusted for any stock split, recapitalization or similar event), which includes the right to request the exercise and/or sale of such stock options in accordance with the Company's applicable policies, Section 16(b) limitations and the terms of the MOU. Mr. Stack maintains voting power with respect to any such stock underlying these options when such option is exercised. This transaction reflects the exercise and sale of shares underlying a vested stock option and transfer of the net after tax proceeds thereof in accordance with the terms of the MOU.

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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