DICKS SPORTING GOODS INC
Form 4
August 21, 2006

FORM 4

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

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

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).

(Print or Type Responses)

1. Name and Address of Reporting Person *
COLOMBO WILLIAM J

(Last) (First) (Middle)

300 INDUSTRY DRIVE, RIDC PARK WEST

(Street)

PITTSBURGH, PA 15275

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
08/17/2006

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
Pres. & Chief Oper. Officer

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

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	08/17/2006		M		100,000	A	$ 1.08	208,242 (1)	D	
Common Stock, par value $.01 per share	08/17/2006		S		3,700	D	$ 41.44	204,542	D	
Common Stock, par value $.01	08/17/2006		S		1,000	D	$ 41.43	203,542	D	

per share							
Common Stock, par value $.01 per share	08/17/2006	S	100	D	$ 41.42	203,442	D
Common Stock, par value $.01 per share	08/17/2006	S	600	D	$ 41.41	202,842	D
Common Stock, par value $.01 per share	08/17/2006	S	1,200	D	$ 41.4	201,642	D
Common Stock, par value $.01 per share	08/17/2006	S	3,400	D	$ 41.39	198,242	D
Common Stock, par value $.01 per share	08/17/2006	S	5,800	D	$ 41.38	192,442	D
Common Stock, par value $.01 per share	08/17/2006	S	2,500	D	$ 41.37	189,942	D
Common Stock, par value $.01 per share	08/17/2006	S	2,600	D	$ 41.36	187,342	D
Common Stock, par value $.01 per share	08/17/2006	S	24,300	D	$ 41.35	163,042	D
Common Stock, par value $.01 per share	08/17/2006	S	14,900	D	$ 41.34	148,142	D
Common Stock, par value $.01 per share	08/17/2006	S	9,800	D	$ 41.33	138,342	D
Common Stock, par value $.01 per share	08/17/2006	S	4,000	D	$ 41.32	134,342	D

Common Stock, par value $.01 per share	08/17/2006		S	2,700	D	$ 41.31	131,642	D
Common Stock, par value $.01 per share	08/17/2006		S	7,100	D	$ 41.3	124,542	D
Common Stock, par value $.01 per share	08/17/2006		S	4,600	D	$ 41.29	119,942	D
Common Stock, par value $.01 per share	08/17/2006		S	200	D	$ 41.28	119,742	D
Common Stock, par value $.01 per share	08/17/2006		S	500	D	$ 41.27	119,242	D
Common Stock, par value $.01 per share	08/17/2006		S	1,000	D	$ 41.26	118,242	D
Common Stock, par value $.01 per share	08/17/2006		S	10,000	D	$ 41.25	108,242	D

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

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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 or Number of Shares

Stock Option (Right to Buy)	$ 1.08	08/17/2006		M	100,000	11/12/1996	11/12/2012	Common Stock, par value $.01 per share	100,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COLOMBO WILLIAM J 300 INDUSTRY DRIVE RIDC PARK WEST PITTSBURGH, PA 15275	X		Pres. & Chief Oper. Officer	

Signatures

/s/ William J. Colombo	08/21/2006
**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 listed does not include 1,200 shares of common stock, par value $.01 per share, which is held by the reporting person on behalf of his children. The reporting person disclaims beneficial ownership of those 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 other purposes.

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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