

DICKS SPORTING GOODS INC
 Form 4
 November 17, 2006

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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 *
COLOMBO WILLIAM J

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)

3. Date of Earliest Transaction (Month/Day/Year)
11/16/2006

Director 10% Owner
 Officer (give title below) Other (specify below)
 Pres. & Chief Oper. Officer

300 INDUSTRY DRIVE, RIDC PARK WEST

(Street)

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

PITTSBURGH, PA 15275

(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	11/16/2006		M		96,316	A	\$ 1.08
							205,758 ⁽¹⁾ <u>(2)</u>
Common Stock, par value \$.01 per share	11/16/2006		S		2,300	D	\$ 56.17
Common Stock, par value \$.01 per share	11/16/2006		S		400	D	\$ 56.16
							203,058

Edgar Filing: DICKS SPORTING GOODS INC - Form 4

per share

Common Stock, par value \$.01 per share	11/16/2006	S	4,700	D	\$ 56.15	198,358	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	100	D	\$ 56.14	198,258	D
--------------------------------------------------	------------	---	-----	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	5,700	D	\$ 56.13	192,558	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	5,383	D	\$ 56.12	187,175	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	2,500	D	\$ 56.11	184,675	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	26,000	D	\$ 56.1	158,675	D
--------------------------------------------------	------------	---	--------	---	---------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	9,200	D	\$ 56.09	149,475	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	11,408	D	\$ 56.08	138,067	D
--------------------------------------------------	------------	---	--------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	7,576	D	\$ 56.07	130,491	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	3,200	D	\$ 56.06	127,291	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Common Stock, par value \$.01 per share	11/16/2006	S	7,300	D	\$ 56.05	119,991	D
--------------------------------------------------	------------	---	-------	---	-------------	---------	---

Edgar Filing: DICKS SPORTING GOODS INC - Form 4

Common Stock, par value \$.01 per share	11/16/2006	S	3,499	D	\$ 56.04	116,492	D
Common Stock, par value \$.01 per share	11/16/2006	S	4,250	D	\$ 56.03	112,242	D
Common Stock, par value \$.01 per share	11/16/2006	S	300	D	\$ 56.01	111,942	D
Common Stock, par value \$.01 per share	11/16/2006	S	2,500	D	\$ 56	109,442	D
Common Stock, par value \$.01 per share	11/17/2006	M	3,684	A	\$ 1.08	113,126	D
Common Stock, par value \$.01 per share	11/17/2006	S	3,684	D	\$ 55.72	109,442	D

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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to	\$ 1.08	11/16/2006		M	96,316	11/12/1996	11/12/2012	Common Stock, par value	96,316

Buy)									\$0.01 per share	
Stock Option (Right to Buy)	\$ 1.08	11/17/2006		M	3,684	11/12/1996	11/12/2012		Common Stock, par value \$0.01 per share	3,684

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
11/17/2006

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).
- Amount listed does not include 1,200 shares of common stock, par value \$0.01 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.
- (2) This amount includes 1,341 shares acquired under the Dick's Sporting Goods, Inc. Employee Stock Purchase Plan through the date of this filing.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.