# Sportsman's Warehouse Announces Susan Sanderson as Senior Vice President of Marketing, Ecommerce & Loyalty

July 15, 2024

WEST JORDAN, Utah, July 15, 2024 (GLOBE NEWSWIRE) -- Sportsman's Warehouse Holdings, Inc. ("Sportsman's Warehouse" or the "Company") (Nasdaq: SPWH) announced today that it has named Susan Sanderson as its new Senior Vice President of Marketing, Ecommerce & Loyalty, effective immediately. In her position, Sanderson will be responsible for the company's digital and traditional marketing, ecommerce, brand strategy, omni-channel experience, and loyalty programs.

"With her unique expertise and extensive experience, we are excited to have Susan lead a critical part of our business," states Paul Stone, Sportsman's Warehouse President and Chief Executive Officer. "Her proven track record of customer-centered strategies and strong background in specialty retail will make her the ideal leader to drive our omni-channel business forward with speed and urgency."

Susan is a skilled omni-channel marketer with more than two decades of experience as a Corporate Officer, Principal Consultant and Agency Strategist. She is recognized as a preeminent retail expert, professional who drives modern marketing maturity and a transformative brand builder who thrives on empowering teams to achievement. Her recent roles include Party City Holding Inc. (SVP Enterprise Marketing), The Vitamin Shoppe (Chief Brand & Customer Experience Officer), and Walgreens Boots Alliance (Acting DVP Brand Experience).

"I am thrilled to join Sportsman's Warehouse at such a pivotal time," states Sanderson. "Having spent most of my career building successful brands, driving growth and strengthening customer engagement in competitive omni-channel sectors, I plan to use my passion and leadership in these areas to help return this great company back to growth."

**About Sportsman's Warehouse Holdings, Inc.**

Sportsman's Warehouse Holdings, Inc. is an outdoor specialty retailer focused on meeting the needs of the seasoned outdoor veteran, the first-time participant, and everyone in between. We provide outstanding gear and exceptional service to inspire outdoor memories.

For press releases and certain additional information about the Company, visit the Investor Relations section of the Company's website at www.sportsmans.com.

**Forward-Looking Statements**

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 as contained in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements in this release include, but are not limited to, statements regarding the responsibilities of Ms. Sanderson as the Senior Vice President of Marketing & Ecommerce and the future growth prospects and market position of the Company's omni-channel business by the fact that they use words such as "aim," "anticipate," "assume," "believe," "can have," "could," "due," "estimate," "expect," "goal," "intend," "likely," "may," "objective," "plan," "positioned," "potential," "predict," "should," "target," "will," "would" and similar terms and phrases. These forward-looking statements are based on current expectations, estimates, forecasts and projections about our business and the industry in which we operate and our management's beliefs and assumptions. We derive many of our forward-looking statements from our own operating budgets and forecasts, which are based upon many detailed assumptions. While we believe that our assumptions are reasonable, we caution that predicting the impact of known factors is very difficult, and we cannot anticipate all factors that could affect our actual results. The Company cannot assure investors that future developments affecting the Company will be those that it has anticipated. Actual results may differ materially from these expectations due to many factors including, but not limited to: current and future government regulations, in particular regulations relating to the sale of firearms and ammunition, which may impact the supply and demand for the Company's products and ability to conduct its business; the Company's retail-based business model which is impacted by general economic and market conditions and economic, market and financial uncertainties that may cause a decline in consumer spending; the Company's concentration of stores in the Western United States which makes the Company susceptible to adverse conditions in this region, and could affect the Company's sales and cause the Company's operating results to suffer; the highly fragmented and competitive industry in which the Company operates and the potential for increased competition; changes in consumer demands, including regional preferences, which we may not be able to identify and respond to in a timely manner; the Company's entrance into new markets or operations in existing markets, including the Company's plans to open additional stores in future periods, which may not be successful; the Company's implementation of a plan to reduce expenses in response to adverse macroeconomic conditions, including an increased focus on financial discipline and rigor throughout the Company's organization; impact of general macroeconomic conditions, such as labor shortages, inflation, rising interest rates, economic slowdowns, and

recessions or market corrections; and other factors that are set forth in the Company's filings with the SEC, including under the caption “Risk Factors” in the Company’s Form 10-K for the fiscal year ended February 3, 2024, which was filed with the SEC on April 4, 2024, and the Company’s other public filings made with the SEC and available at www.sec.gov. If one or more of these risks or uncertainties materialize, or if any of the Company’s assumptions prove incorrect, the Company’s actual results may vary in material respects from those projected in these forward-looking statements. Any forward-looking statement made by the Company in this release speaks only as of the date on which the Company makes it. Factors or events that could cause the Company’s actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.

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