



Sportsman's Warehouse to Hold Grand Opening in Visalia, California

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MIDVALE, Utah, Sept. 18, 2017 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Visalia, California. The grand opening will take place on Thursday, September 21, 2017, with the doors opening at 9:00 am. The store will be the tenth Sportsman's Warehouse location in the state of California and will be located in Visalia at 1650 W Visalia Parkway. With the opening of this store, Sportsman's Warehouse will operate 86 retail locations in 22 states across the country.

To celebrate the grand opening, the first 200 families through the door will receive a Sportsman's Warehouse \$20 gift card and a free Sportsman's Warehouse hat. The Visalia Police Department will be presenting the colors. The Mayor of Visalia Warren Gubler as well as Gail Zurek and Jon Bueno from the Visalia chamber of commerce will be present for the ribbon cutting ceremony. In addition, factory representatives will be on hand for product instruction and giveaways. Attendees can register to win one of four \$500 Sportsman's Warehouse gift cards. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"California is a great state we know well with a high user base for hunting, camping and fishing. This tenth California location solidifies Sportsman's Warehouse as an outdoor leader in California," noted John Schaefer, Sportsman's Warehouse CEO. "The addition of this store keeps with our business plan, promoting stable growth that will benefit our loyal customers, our company and our vendors for many years to come."

Sportsman's Warehouse serves outdoor enthusiasts, casual users and first time participants with quality brand-name hunting, fishing, camping and shooting merchandise within a convenient shopping environment, serviced by passionate, knowledgeable associates to create a memorable outdoor experience. To find the Sportsman's Warehouse nearest you or to shop online, visit us on the Web at www.sportsmanswarehouse.com.

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Source: Sportsman's Warehouse Holdings, Inc.