



Sportsman's Warehouse to Hold Grand Opening in Pueblo, Colorado

November 6, 2017

MIDVALE, Utah, Nov. 06, 2017 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Pueblo, Colorado. The grand opening will take place on Thursday November 9, 2017, with the doors opening at 9:00 am. The store will be the sixth Sportsman's Warehouse location in the state of Colorado and will be located in Pueblo at 5125 N Elizabeth St. With the opening of this store, Sportsman's Warehouse will operate 87 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 Pueblo Honor Guard will be performing the flag ceremony prior to the grand opening. In addition, Phyllis Samora from the Pueblo Chamber of Commerce will perform 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.

"With this location in Pueblo, we continue with our store expansion in Colorado as the state has a strong customer base for the categories we serve. We are thrilled to be opening this location in Pueblo so that we can serve the residents of this city and the surrounding areas," 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.