



June 13, 2016

Sportsman's Warehouse to Hold Grand Opening in Juneau, Alaska

MIDVALE, Utah, June 13, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Juneau, Alaska. The grand opening will take place on Saturday, June 18, 2016, with the doors opening at 9:00 am. The store will be the fifth Sportsman's Warehouse location in the state of Alaska and will be located in Juneau in the Nugget Mall next to Office Max. With the opening of this store, Sportsman's Warehouse now operates 68 retail locations in 20 states across the country.

To celebrate the grand opening, the first 300 families through the door will receive a Sportsman's Warehouse \$20 gift card and a free Sportsman's Warehouse hat. Other activities include the ribbon cutting ceremony with the Juneau Chamber of Commerce, a grilling demonstration by Traeger Grills starting at 10 am and an onsite radio remote starting at 1 pm. In addition to a large selection of door-buster sales, 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.

"Alaska is a great state we know well with a high user base for fishing, camping and hunting. This fifth Alaska location solidifies Sportsman's Warehouse as the outdoor leader in Alaska," noted John Schaefer, Sportsman's Warehouse CEO. "The addition of this store keeps with our business plan, promoting stable growth that will benefit our company, our vendors, and most importantly, our loyal customers 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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 Primary Logo

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