



August 2, 2016

Sportsman's Warehouse to Hold Grand Opening in Las Cruces, New Mexico

MIDVALE, Utah, Aug. 02, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Las Cruces, New Mexico. The grand opening will take place on Saturday, August 6, 2016, with the doors opening at 9:00 am. The store will be the third Sportsman's Warehouse location in the state of New Mexico and will be located in Las Cruces at 2230 N Telshor Boulevard. With the opening of this store, Sportsman's Warehouse now operates 71 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. Las Cruces Mayor Ken Miyagishima and Mayor Pro Tem Greg Smith will preside over the ribbon cutting ceremony. The New Mexico State ROTC will perform the flag ceremony prior to the opening. Other events include the HPR Ammo Command Center and National Wild Turkey Federation activities. 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 along with a Masterbuilt Electric Smoker. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"We are excited to expand our presence in the New Mexico market as it represents a large user base of hunting, camping and fishing enthusiasts," 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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