



July 15, 2015

## Sportsman's Warehouse to Hold Grand Opening in Fresno, California

MIDVALE, Utah, July 15, 2015 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Fresno, California. The grand opening will take place this Saturday, July 18, 2015, with the doors opening at 9:00 am. The store will be the fifth Sportsman's Warehouse location in the state of California and will be located in Fresno at 8468 N Friant Road.

To celebrate the grand opening, the first 300 families through the door will receive a free Sportsman's Warehouse \$20 gift card and Sportsman's Warehouse hat. Other activities include the HPR Mobile Command Center Truck, and a grilling demonstration by Camp Chef. Additional factory representatives will be on hand for product instruction and giveaways, in addition to a large selection of door-buster sales. Also, 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 market for Sportsman's Warehouse and Fresno is an excellent location. Fresno has a strong population of outdoor enthusiasts given its close proximity to Yosemite, Sequoia and Kings Canyon National Parks," noted John Schaefer, Sportsman's Warehouse CEO. "We look forward to joining the Fresno community and contributing to the enjoyment of outdoor activities in the area."

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](http://www.sportsmanswarehouse.com).

CONTACT: Karen Seaman, Chief Marketing Officer

Sportsman's Warehouse Corporate Office

[kseaman@sportsmanswarehouse.com](mailto:kseaman@sportsmanswarehouse.com)



Source: Sportsman's Warehouse Holdings, Inc.

News Provided by Acquire Media