



March 15, 2016

Sportsman's Warehouse to Hold Grand Opening in South Jordan, Utah

MIDVALE, Utah, March 15, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in South Jordan, Utah. The grand opening will take place on Saturday, March 19, 2016, with the doors opening at 9:00 am. The store will be the eighth Sportsman's Warehouse location in the state of Utah and will be located in South Jordan 10462 S River Heights Drive in the Harvest Village Shops. With the opening of this store, Sportsman's Warehouse now operates 66 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 HPR Ammo Big Rig and Jeep, a cooking demonstration by Spencer and Tanner Harrison, inventors of Wolf'em Sticks along with grilling demonstrations by Traeger Grills. Also, factory representatives will be on hand for product instruction, giveaways, in addition to a large selection of door-buster sales. 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.

"We are excited to open our eighth Utah store and this South Jordan location solidifies Sportsman's Warehouse as Utah's outdoor headquarters," 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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