



September 8, 2015

## Sportsman's Warehouse to Hold Grand Opening in Flagstaff, Arizona

MIDVALE, Utah, Sept. 8, 2015 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Flagstaff, Arizona. The grand opening will take place on Saturday, September 12, 2015, with the doors opening at 9:00 am. The store will be the fifth Sportsman's Warehouse location in the state of Arizona and will be located in Flagstaff at 2231 E Route 66.

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 Ammunition command center with a free shirt or hat with HPR purchase. Masterbuilt will also be hosting a grilling demonstration. 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.

"The Flagstaff area has a strong outdoor heritage with a great abundance of excellent hunting, camping and trail access," noted John Schaefer, Sportsman's Warehouse CEO. "The Kaibab National Forest and the surrounding area provides a significant amount of activities which mirror what our loyal customer base is seeking."

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).

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Source: Sportsman's Warehouse Holdings, Inc.

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