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Sportsman's Warehouse Announces New Stores in Utah and Oregon for 2015

MIDVALE, Utah, Oct. 22, 2014 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) has announced the planned opening of new stores in Heber City, Utah and Klamath Falls, Oregon. Both are scheduled to open in spring 2015. These locations will be the fifth and sixth stores out of a planned total of eight or nine new locations scheduled to open next year. The Heber City location will be the seventh store in Utah and the Klamath Falls location will be the sixth store in Oregon.

"We are very excited to provide our passionate customers in these smaller communities the broad selection of products and the outstanding service that Sportsman's is known for. Over the past year, we have worked extremely hard to maximize our in-store merchandise offering while continuing to find ways to reduce the cost of opening new retail locations. We have made significant progress in our new fixture strategy, our in-store kiosk program, our mobile point-of-sale capability and our local merchandising focus. The success of these initiatives has allowed us to confidently move into high-user markets such as Heber City and Klamath Falls with a smaller format store without sacrificing either merchandise quality or technical customer service," noted Sportsman's CEO John Schaefer. "The addition of these stores is consistent with our business plan of promoting stable growth to benefit our company, our vendors, and most importantly our loyal customers in communities of all sizes."

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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