



August 23, 2016

## Sportsman's Warehouse to Hold Grand Opening in Rock Springs, Wyoming

MIDVALE, Utah, Aug. 23, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Rock Springs, Wyoming. The grand opening will take place on Saturday, August 27, 2016, with the doors opening at 9:00 am. The store will be the fourth Sportsman's Warehouse location in the state of Wyoming and will be located in Rock Springs at 1537 Dewar Drive. With the opening of this store, Sportsman's Warehouse now operates 73 retail locations in 20 states across the country.

To celebrate the grand opening, the first 200 families through the door will receive a Sportsman's Warehouse \$20 gift card and a free Sportsman's Warehouse hat. Mayor Carl Demshar and the chamber of commerce will preside over the ribbon cutting ceremony. The VFW will be performing the flag ceremony. 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 and a Masterbuilt Electronic Smoker. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"With this location in Rock Springs, we continue with our store expansion in Wyoming as the state has a strong customer base for the categories we serve. We are thrilled to be opening this location in Rock Springs and serving the great customers of this city and the surrounding areas," 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](http://www.sportsmanswarehouse.com).

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 Primary Logo

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