



February 15, 2017

## Sportsman's Warehouse to Hold Grand Opening in Cedar City, Utah

MIDVALE, Utah, Feb. 15, 2017 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Cedar City, Utah. The grand opening will take place on Thursday February 16, 2017, with the doors opening at 9:00 am. The store will be the ninth Sportsman's Warehouse location in the state of Utah and will be located in Cedar City at 889 South Main Street. With the opening of this store, Sportsman's Warehouse now operates 76 retail locations in 20 states across the country.

To celebrate the grand opening, the first 250 families through the door will receive a Sportsman's Warehouse \$20 gift card and a free Sportsman's Warehouse hat. The Mayor of Cedar City, Maile Wilson, and the Cedar City Chamber of Commerce president, Chris McCormick, along with other city dignitaries will perform the ribbon cutting 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. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"Utah is our home state and has an exceptional number of outdoor enthusiasts and numerous areas for recreation. We are excited to expand our presence in Utah with this location," 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).

Contact:

Karen Seaman, Chief Marketing Officer

Sportsman's Warehouse Corporate Office

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

 Primary Logo

Source: Sportsman's Warehouse Holdings, Inc.

News Provided by Acquire Media