



July 12, 2016

Sportsman's Warehouse to Hold Grand Opening in Prescott, Arizona

MIDVALE, Utah, July 12, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Prescott, Arizona. The grand opening will take place on Saturday, July 16, 2016, with the doors opening at 9:00 am. The store will be the sixth Sportsman's Warehouse location in the state of Arizona and located in Prescott at 1761 E Highway 69 in the Frontier Village shopping center. With the opening of this store, Sportsman's Warehouse now operates 69 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 a ribbon cutting ceremony with the chamber of commerce and a representative from the Yavapai Prescott Indian tribe. The HPR Mobile Command Center will be on hand along with factory representatives offering product instruction and 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 along with a Cajun Injector electric smoker. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"Arizona is a great state we know well with a high user base for fishing, camping and hunting. This sixth Arizona location solidifies Sportsman's Warehouse as the outdoor leader in Arizona," noted John Schaefer, Sportsman's Warehouse CEO. "The Prescott store will be our third smaller format store which ideally services smaller communities. Merchandise is carefully selected to the specific market needs and the store has kiosks which allow the consumer to shop our full assortment of products and ship them directly to the store at no charge"

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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 Primary Logo

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