



August 9, 2016

Sportsman's Warehouse to Hold Grand Opening in Gillette, Wyoming

MIDVALE, Utah, Aug. 09, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Gillette, Wyoming. The grand opening will take place on Saturday, August 13, 2016, with the doors opening at 9:00 am. The store will be the third Sportsman's Warehouse location in the state of Wyoming and will be located in Wyoming at 91 Town Center Drive. With the opening of this store, Sportsman's Warehouse now operates 72 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 Louise Carter-King and the chamber of commerce will preside over the ribbon cutting ceremony. The VFW will be performing the flag ceremony and Brooklyn Nowak will be singing the national anthem. Other events include the HPR Ammo Command Center and a Masterbuilt Electric smoker demonstration. 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.

"Wyoming is a wonderful state with a high number of outdoor enthusiasts and numerous areas to recreate. We are excited to expand our presence in Wyoming 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.

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 Primary Logo

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