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Sportsman's Warehouse to Hold Grand Opening in Rohnert Park, California

MIDVALE, Utah, March 29, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Rohnert Park, California. The grand opening will take place on Saturday, April 2, 2016, with the doors opening at 9:00 am. The store will be the sixth Sportsman's Warehouse location in the state of California and located in Rohnert Park at 5195 Redwood Drive. With the opening of this store, Sportsman's Warehouse now operates 67 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 Knights of Columbus Pancake Breakfast starting at 8 am, a flag ceremony performed by a local Boy Scout Troop at 8:30 a.m. and grilling demonstrations by Traeger Grills starting at 11 am. Also, factory representatives will be on hand for product instruction, 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. Commemorative grand opening Sportsman's Warehouse t-shirts will be available for \$5.99.

"California is a great state we know well with a high user base for fishing, camping and hunting. This sixth California location solidifies Sportsman's Warehouse as an outdoor leader in California," 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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