



February 24, 2016

Sportsman's Warehouse to Hold Grand Opening in Slidell, Louisiana

MIDVALE, Utah, Feb. 24, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Slidell, Louisiana. The grand opening will take place on Saturday, February 27, 2016, with the doors opening at 9:00 am. The store will be the first Sportsman's Warehouse location in the state of Louisiana and will be located in Slidell at 300 Kensington Blvd, in the Rouse Shopping Center. With the opening of this store, Sportsman's Warehouse now operates 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 King Kooker Fryer demonstration along with grilling demonstrations by Traeger Grills and Vision Grills. 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.

"We are excited to enter the Louisiana market as it represents a large user base," 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.

Contact:

Karen Seaman, Chief Marketing Officer

Sportsman's Warehouse Corporate Office

kseaman@sportsmanswarehouse.com