



July 19, 2016

## Sportsman's Warehouse to Hold Grand Opening in Roseburg, Oregon

MIDVALE, Utah, July 19, 2016 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Roseburg, Oregon. The grand opening will take place on Saturday, July 23, 2016, with the doors opening at 9:00 am. The store will be the eighth Sportsman's Warehouse location in the state of Oregon and located in Roseburg at 2122 NW Stewart Parkway across from Wal-Mart. With the opening of this store, Sportsman's Warehouse now operates 70 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. Tom Ryan, the Roseburg City manager will preside over the ribbon cutting ceremony. Factory representatives will be on hand for 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.

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

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 Primary Logo

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