



June 24, 2015

Sportsman's Warehouse to Hold Grand Opening in Show Low, Arizona

MIDVALE, Utah, June 24, 2015 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Show Low, Arizona. The grand opening will take place this Saturday, June 27, 2015, with the doors opening at 9:00 am. The store will be the fourth Sportsman's Warehouse location in the state of Arizona and will be located in Show Low at 4421 S White Mountain Road.

To celebrate the grand opening, the first 300 families through the door will receive a free Sportsman's Warehouse \$20 gift card and Sportsman's Warehouse hat. Other activities include the HPR Jeep with an offer of a free shirt or hat with HPR purchase. Factory representatives will be on hand for product instruction and giveaways, in addition to a large selection of door-buster sales. Also, 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.

"The Show Low area has a strong outdoor heritage with a great abundance of fishing, camping and hunting access," noted John Schaefer, Sportsman's Warehouse CEO. "The White Mountains and surrounding area provides a significant amount of activities which mirror what our loyal customer base is seeking."

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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Source: Sportsman's Warehouse Holdings, Inc.

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