



September 22, 2014

## **Sportsman's Warehouse to Open Additional Stores in Colorado and Arizona**

MIDVALE, Utah, Sept. 22, 2014 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include new retail locations in Sheridan, Colorado and Flagstaff, Arizona. The Sheridan store will be the 5<sup>th</sup> Sportsman's Warehouse location in the state of Colorado and the Flagstaff location will be the 4<sup>th</sup> location in the state of Arizona. Both of these stores are planned to open in the summer of 2015. These locations are part of the eight new stores that Sportsman's Warehouse plans to open next year.

Both stores will feature an extensive selection of hunting, fishing and camping gear, as well as a wide range of apparel and footwear. As with all Sportsman's Warehouse locations, the store will also feature instruction, seminars and special events related to outdoor activities.

"We are excited to announce these two store openings in areas where we have an extremely loyal customer base. We remain confident in our plan to not only increase same store sales through the many in-store initiatives we have implemented, such as our store-within-a-store program with selected clothing partners, but also grow the business on a unit level by taking advantage of the significant white space available to us," noted John Schaefer, Chief Executive Officer.

"Our ability to effectively manage our inventory consistent with historical per store levels, along with the new fixturing strategy we are implementing in our smaller footprint stores, allows us to provide the full line of products normally seen in our larger stores in these 30,000 square foot smaller stores with the resulting accretive ROIC potential," Schaefer continued. "As our revenue mix in higher margin non-hunting related categories grows, as evidenced by our second quarter results, we believe our growth opportunities both through new store openings and within our existing store base will expand."

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).

### **Forward-Looking Statements**

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 as contained in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements in this release include our expectations and opportunities for growth and store openings in 2015. Investors can identify these statements by the fact that they use words such as "continue," "expect," "may," "opportunity" "plan," "future" "ahead" and similar terms and phrases. The Company cannot assure investors that future developments affecting the Company will be those that it has anticipated. Actual results may differ materially from these expectations due to risks relating to the Company's retail-based business model, general economic conditions and consumer spending, the Company's concentration of stores in the Western United States, competition in the outdoor activities and sporting goods market, changes in consumer demands, the company's expansion into new markets and planned growth, current and future government regulations, risks related to the Company's continued retention of its key management, the Company's distribution center, quality or safety concerns about the Company's merchandise, events that may affect the Company's vendors, trade restrictions, and other factors that are set forth in the Company's filings with the SEC, including under the caption "Risk Factors" in our Form 10-Q for the fiscal quarter ended May 3, 2014 filed with the SEC on June 11, 2014 and our other public filings made with the SEC and available at [www.sec.gov](http://www.sec.gov). If one or more of these risks or uncertainties materialize, or if any of the Company's assumptions prove incorrect, the Company's actual results may vary in material respects from those projected in these forward-looking statements. Any forward-looking statement made by the Company in this release speaks only as of the date on which the Company makes it. Factors or events that could cause the Company's actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.

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