



September 15, 2015

Sportsman's Warehouse to Hold Grand Opening in Sheridan, Colorado

MIDVALE, Utah, Sept. 15, 2015 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Sheridan, Colorado. The grand opening will take place on Saturday, September 19, 2015, with the doors opening at 9:00 am. The store will be the fifth Sportsman's Warehouse location in the state of Colorado and will be located in Sheridan at 3910 River Point Parkway.

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 Camp Chef hosting a grilling demonstration from 9:30 to 2:30. 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.

"Sheridan, Colorado is a great area with an abundance of hunting, camping and fishing access," noted John Schaefer, Sportsman's Warehouse CEO. "We are thrilled to open a store in Sheridan as Sportsman's Warehouse has a great customer base in Colorado. Not only does this opening represent our continued commitment to expand our loyal customer base, but it is also a testament to our understanding and succeeding in the Colorado market."

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



Source: Sportsman's Warehouse Holdings, Inc.

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