July 31, 2014

Sportsman's Warehouse to Hold Grand Opening Celebration Saturday, August 2nd in Kelso, Washington

MIDVALE, Utah, July 31, 2014 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Kelso, Washington. The grand opening will take place this Saturday, August 2nd, with the doors opening at 9:00 am (PT). The store will be the seventh Sportsman's Warehouse in Washington and will be located in The Three Rivers Mall.

To celebrate the grand opening, the first 300 families through the door will receive a free $20 gift card along with a Sportsman's Warehouse ball cap. Other activities will include an appearance by the Beretta "Big Rig" Trailer which includes over thirty firearms on display, audio and video demonstrations and giveaways, also the Leupold Van will be on hand and offer a free Sportsman's Warehouse gift card with a qualifying purchase. The day will include a large selection of doorbuster sales and a commemorative grand opening Sportsman's Warehouse t-shirts will be available for $5.99.

"We are excited to open a store in Kelso. The area has a strong outdoor heritage, and I'm sure that we will become an active, contributing partner of this great community," noted John Schaefer, Sportsman's Warehouse CEO. "Not only does this opening represent our continued commitment to expand our loyal customer base, but it is also a testament to our solid business model and the hard work of our dedicated employees."

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
```