



August 14, 2014

Sportsman's Warehouse to Hold Grand Opening Celebration Saturday August 16, 2014 in Pocatello, Idaho

MIDVALE, Utah, Aug. 14, 2014 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Pocatello, Idaho. The grand opening will take place this Saturday, August 16, 2014. The grand opening ceremony will begin at 8:30 a.m., with the doors opening at approximately 9:00 a.m. The store will be the sixth Sportsman's Warehouse in Idaho and will be located at 760 Yellowstone Avenue, next to Fred Meyer.

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 Sig Sauer van which includes products on display, company representatives to answer questions and 10% off Sig Sauer purchases on Saturday and Sunday. The day will include a large selection of doorbuster sales, including commemorative grand opening Sportsman's Warehouse t-shirts.

"We are excited to open a store in Pocatello. This is our sixth location in Idaho, so we are well aware of the strong outdoor tradition of the area," noted John Schaefer, Sportsman's Warehouse CEO. "This opening signals our expansion to what we consider an important market, and highlighting our commitment to grow our brand as America's premier outfitter."

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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