



May 5, 2015

## **Sportsman's Warehouse to Hold Grand Opening in Heber City, Utah**

MIDVALE, Utah, May 5, 2015 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) is expanding its operations to include a new retail location in Heber City, Utah. The grand opening will take place this Saturday, May 9, 2015, with the doors opening at 9:00 am. The store will be the seventh Sportsman's Warehouse location in the state of Utah and will be located in Heber City at 2176 South US 189.

To celebrate the grand opening, the first 200 families through the door will receive a free Sportsman's Warehouse \$20 gift card and Sportsman's Warehouse hat. Other activities include the HPR Mobile Command Center Truck, and a grilling demonstration by Camp Chef. Factory representatives will be on hand for product instruction, 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.

"We are thrilled to open a store in Heber City as Utah is our home state and Sportsman's Warehouse has a great customer base throughout. The Heber area has a strong outdoor heritage with a great abundance of fishing, camping and hunting access," 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](http://www.sportsmanswarehouse.com).

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