



April 4, 2017

## Sportsman's Warehouse Stores Host 7th Annual National Ladies' Night Event

MIDVALE, Utah, April 04, 2017 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (Nasdaq:SPWH) -- Sportsman's Warehouse retail stores nationwide will host the 7<sup>th</sup> Annual Ladies' Night on Thursday, April 6, 2017. This event will celebrate the growing number of women who regularly participate, or are just becoming involved in, outdoor sports such as hunting, fishing, camping and shooting.

The evening will feature educational seminars and clinics, contests, drawings, raffles, games, free food and beverages and in-store specials. Subject matter will range from shooting sports seminars to Dutch oven cooking demonstrations, with plenty of fun thrown in along the way. "This event continues to increase in attendance each year and we are thrilled to host this great event for its seventh consecutive year. It is wonderful to engage with our ever growing female customer base that range from beginners to avid outdoors women," stated Karen Seaman, Chief Marketing Officer. Event hours vary by store, so check with your store for specific details. To find your closest Sportsman's Warehouse, visit [www.sportsmanswarehouse.com](http://www.sportsmanswarehouse.com) and click the Ladies Night banner on the left side of the home page. The Alaska locations held their ladies night February.

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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 Primary Logo

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