



April 7, 2014

Sportsman's Warehouse Holdings, Inc. Announces Launch of Initial Public Offering

MIDVALE, Utah, April 7, 2014 (GLOBE NEWSWIRE) -- Sportsman's Warehouse Holdings, Inc. ("Sportsman's") today announced the launch of its initial public offering of 12,500,000 shares of its common stock. It is currently estimated that the initial public offering price will be between \$11.00 and \$13.00 per share. Sportsman's is offering 8,333,333 of the shares to be sold in the offering, and affiliates of Seidler Equity Partners III, L.P. (collectively, "Seidler") are offering an additional 4,166,667 shares. In addition, the underwriters have an option, within 30-days after the date of the final prospectus relating to this offering, to purchase up to an additional 468,750 shares from Sportsman's and an additional 1,406,250 shares from Seidler. Sportsman's intends to list its common stock on The NASDAQ Global Select Market under the symbol "SPWH."

Sportsman's intends to use all of the net proceeds to it from this offering to repay amounts outstanding under its term loans.

Credit Suisse and Goldman, Sachs & Co. are acting as joint book-running managers and the representatives of the underwriters. Robert W. Baird & Co. Incorporated, William Blair & Company, L.L.C., Piper Jaffray & Co., Wells Fargo Securities and D.A. Davidson & Co. are acting as co-managers.

The offering will be made only by means of a prospectus. A copy of the preliminary prospectus related to the offering may be obtained by mail from the Credit Suisse Securities (USA) LLC Prospectus Department, One Madison Avenue, New York, NY 10010, telephone: 1-800-221-1037 or by emailing newyork.prospectus@credit-suisse.com, or from the offices of Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282, telephone: 1-866-471-2526, facsimile: 212-902-9316 or by emailing prospectus-ny@ny.email.gs.com.

A registration statement relating to these securities has been filed with the U.S. Securities and Exchange Commission but has not yet become effective. These securities may not be sold, nor may offers to buy these securities be accepted, prior to the time the registration statement becomes effective.

This press release does not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Sportsman's

Sportsman's Warehouse is a high-growth outdoor sporting goods retailer focused on meeting the everyday needs of the seasoned outdoor veteran, the first-time participant and every enthusiast in between. Our mission is to provide a one-stop shopping experience that equips our customers with the right hunting, shooting, fishing and camping gear to maximize their enjoyment of the outdoors.

Karen Seaman, Chief Marketing Officer
Sportsman's Warehouse