



June 19, 2017

Sportsman's Warehouse to Hold Grand Opening in Eureka, California

MIDVALE, Utah, June 19, 2017 (GLOBE NEWSWIRE) -- Sportsman's Warehouse (NASDAQ:SPWH) is expanding its operations to include a new retail location in Eureka, California. The grand opening will take place on Thursday June 22, 2017, with the doors opening at 9:00 am. The store will be the eighth Sportsman's Warehouse location in the state of California and will be located in Eureka at 3456 Broadway. With the opening of this store, Sportsman's Warehouse will operate 83 retail locations in 22 states across the country.

To celebrate the grand opening, the first 200 families through the door will receive a Sportsman's Warehouse \$20 gift card and a free Sportsman's Warehouse hat. Boy Scouts from Troop 27 will be part of the flag ceremony as well as Marion Brady, a representative from the Mayor's office, will be in attendance for the ribbon cutting ceremony. In addition, factory representatives will be on hand for product instruction and giveaways. 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.

"With this location in Eureka, we continue with our store expansion in California as the state has a strong customer base for the categories we serve. We are thrilled to be opening this location in Eureka and serving the great customers of this city and the surrounding areas," noted John Schaefer, Sportsman's Warehouse CEO. "The addition of this store keeps with our business plan, promoting stable growth that will benefit our company, our vendors, and most importantly, our loyal customers for many years to come."

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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 Primary Logo

Source: Sportsman's Warehouse Holdings, Inc.

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