

**Cabela's® Announces Plans for Three New Stores**  
**Thursday, February 13, 2014 12:59:00 PM (GMT)**

*Locations to open in Idaho, Virginia and Georgia*

Cabela's Incorporated (NYSE:CAB), the World's Foremost Outfitter® of hunting, fishing and outdoor gear, announced today plans to introduce the unique Cabela's retail experience to customers in three new markets in 2015 and 2016 – Ammon, Idaho; Short Pump, Va.; and Fort Oglethorpe, Ga.

**AMMON**

Construction is scheduled to begin later this year and Cabela's plans to open the location in spring 2015. The 42,000-square-foot store will be located in the Sandcreek Commons development near Hitt Road and Sunnyside Avenue off Interstate 15, serving the greater Idaho Falls area.

It will be Cabela's third Idaho location, joining the Boise store opened in 2006 and the Post Falls store opened in 2007. Cabela's expects the store to employ approximately 90 full-time and part-time employees, most of whom will come from Ammon and the surrounding area.

The Ammon store will be designed with a rugged look and feel and offer seasonal product assortments. In addition to thousands of quality outdoor products, the store also will feature museum-quality wildlife displays, innovative digital signage, an indoor archery range and archery tech room, gun counter and more.

Customers will be treated to the exciting Cabela's shopping experience with access to all Cabela's merchandise via online order kiosks, as well as free shipping with an in-store pickup program. In-store pickup allows customers to order Cabela's gear ahead of time and pick it up at their convenience at the store of their choice.

"It's incredibly exciting to announce a third location in Idaho, a place Cabela's loves," said Tommy Millner, Cabela's Chief Executive Officer. "The continued loyalty of Cabela's customers across the state, coupled with the success of our Boise and Post Falls locations, made it an easy decision to open a store in Ammon."

**SHORT PUMP**

Construction is scheduled to begin in 2015 and Cabela's anticipates a spring 2016 opening. The 97,500-square-foot store will be located in the Short Pump Station regional shopping center near the intersection of West Broad Street and Cold Hill Lane along Interstate 64, serving the greater Richmond area.

It will be Cabela's second Virginia location, joining the Bristol store scheduled to open in 2015. The store will employ approximately 150 full-time and part-time employees, with most coming from Richmond and the surrounding area.

The store will be built in Cabela's next-generation layout, designed to surround customers in an outdoor experience. It will feature thousands of quality outdoor products, as well as museum-quality wildlife displays, a mountain with a built-in aquarium, gun library, bargain cave, indoor archery range and archery tech room, boat shop, fudge shop and deli. It also will feature a Wildlife and Land Management department offering a full complement of tractors, attachments, feed and seed and more.

"The tremendous reception we received to the Bristol announcement made it clear that Virginians are hungry for the Cabela's retail experience," Millner said. "We're thrilled to begin the project and look forward to opening the doors."

**FORT OGLETHORPE**

Construction is scheduled to begin later this year and Cabela's projects a fall 2015 opening. The 70,000-square-foot store will be located in Catoosa County near the intersection of Interstate 75 and State Route 146 in a development currently anchored by Costco, serving the greater Chattanooga, Tenn., area.

It will be Cabela's third Georgia store, joining the Augusta location scheduled to open in March and the Acworth location scheduled to open this fall. Cabela's expects the store to employ approximately 140 full-time and part-time employees. Most will come from Catoosa County and the surrounding area.

The store will include a mountain replica featuring North American game animals recreated in their natural habitat, an aquarium, bargain cave, indoor archery range, deli and more, in addition to thousands of quality outdoor products.

"This store will allow us to better serve the thousands of outdoorsmen and women who live the Cabela's lifestyle across the region," Millner said. "We look forward to serving the area for years to come."

Currently, Cabela's operates 50 stores across North America with plans to open an additional 23 over the next two years.

### **About Cabela's Incorporated**

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock is traded on the New York Stock Exchange under the symbol "CAB".

### **Caution Concerning Forward-Looking Statements**

Statements in this press release that are not historical or current fact are "forward-looking statements" that are based on the Company's beliefs, assumptions, and expectations of future events, taking into account the information currently available to the Company. Such forward-looking statements include, but are not limited to, the Company's statements regarding opening retail stores in Ammon, Idaho; Short Pump, Va.; and Fort Oglethorpe, Ga.; and opening 23 new retail stores over the next two years. Forward-looking statements involve risks and uncertainties that may cause the Company's actual results, performance, or financial condition to differ materially from the expectations of future results, performance, or financial condition that the Company expresses or implies in any forward-looking statements. These risks and uncertainties include, but are not limited to: the state of the economy and the level of discretionary consumer spending, including changes in consumer preferences, demand for firearms and ammunition, and demographic trends; adverse changes in the capital and credit markets or the availability of capital and credit; the Company's ability to successfully execute its omni-channel strategy; increasing competition in the outdoor sporting goods industry and for credit card products and reward programs; the cost of the Company's products, including increases in fuel prices; the availability of the Company's products due to political or financial instability in countries where the goods the Company sells are manufactured; supply and delivery shortages or interruptions, and other interruptions or disruptions to the Company's systems, processes, or controls, caused by system changes or other factors; increased or adverse government regulations, including regulations relating to firearms and ammunition; the Company's ability to protect its brand, intellectual property, and reputation; the Company's ability to prevent cybersecurity breaches and mitigate cybersecurity risks; the outcome of litigation, administrative, and/or regulatory matters (including a Commissioner's charge the Company received from the Chair of the U. S. Equal Employment Opportunity Commission in January 2011, audits by tax authorities, and compliance examinations by the Federal Deposit Insurance Corporation); the Company's ability to manage credit, liquidity, interest rate, operational, legal, regulatory capital, and compliance risks; the Company's ability to increase credit card receivables while managing credit quality; the Company's ability to securitize its credit card receivables at acceptable rates or access the deposits market at acceptable rates; the impact of legislation, regulation, and supervisory regulatory actions in the financial services industry, including the Dodd-Frank Wall Street Reform and Consumer Protection Act; and other risks, relevant factors, and uncertainties identified in the Company's filings with the SEC (including the information set forth in the "Risk Factors" section of the Company's Form 10-K for the fiscal year ended December 29, 2012), which filings are available at the Company's website at [www.cabelas.com](http://www.cabelas.com) and the SEC's website at [www.sec.gov](http://www.sec.gov). Given the risks and uncertainties surrounding forward-looking statements, you should not place undue reliance on these statements. The Company's forward-looking statements speak only as of the date they are made. Other than as required by law, the Company undertakes no obligation to update or revise forward-looking statements, whether as a result of new information, future events, or

otherwise.

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