

**Cabela's® Explores Possibility of an Abbotsford, British Columbia, Canada, Location**  
**Thursday, April 02, 2015 12:00:00 PM (GMT)**

*70,000-square-foot store could begin construction this year*

Cabela's Incorporated (NYSE:CAB), the World's Foremost Outfitter® of hunting, fishing and outdoor gear, announced today it is interested in bringing the company's unique retail experience and legendary customer service to Abbotsford, British Columbia.

Upon receiving final approval and permits from the city of Abbotsford and the British Columbia Ministry of Transportation and Infrastructure, Cabela's could begin construction in 2015, and would anticipate a fall 2016 opening. The proposed store site is located at 1880 McCallum Road in the newly planned McCallum Junction development off Exit 90 of Trans-Canada Highway 1. McCallum Junction Properties Inc. is the developer.

"British Columbia is home to thousands of outdoor enthusiasts and offers truly remarkable outdoor opportunities," said Tommy Millner, Cabela's Chief Executive Officer. "Abbotsford is a great fit for Cabela's, and we're excited about the opportunity to join an area with such a wonderful outdoor lifestyle and history."

Cabela's would expect to employ approximately 160 full-time, part-time and seasonal employees at the store, most of whom would come from Abbotsford and the surrounding area. Upon opening, it would become Cabela's second location in British Columbia, joining the 50,000-square-foot Nanaimo store opened in 2014.

The 70,000-square-foot store would be built in Cabela's new-format layout, designed to offer customers an enjoyable, outdoor-like experience with log construction, stonework, wood siding, a large mountain replica, an aquarium and dozens of museum-quality wildlife displays.

In addition to thousands of quality outdoor products, the store would include an indoor archery range and archery tech room, Bargain Cave and fudge shop. Additionally, the store's staff would host educational seminars and demonstrations, offering tips and insights on outdoor products and activities.

Cabela's Canada was established in 2007 with a store and headquarters for Canadian operations in Winnipeg, Manitoba. In 2010, the company opened its current corporate headquarters and call centre in Winnipeg.

Currently, Cabela's Canada operates seven stores, including locations in Winnipeg; Nanaimo; Barrie, Ontario; Saskatoon and Regina, Saskatchewan; and two in Edmonton, Alberta. The company also has announced plans to open stores in Moncton, New Brunswick, in summer 2015; Calgary, Alberta, in fall 2015; and Ottawa, Ontario, in spring 2016.

### **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.

### **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 a retail store in Abbotsford, British Columbia. 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; 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 27, 2014), 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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