

Cabela's® Announces Avon, Ohio, Location
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81,000-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 plans to bring the company's unique retail experience and legendary customer service to Avon, Ohio, and the greater Cleveland area.

Cabela's expects construction on the 81,000-square-foot store to begin later this year, and anticipates a fall 2016 opening. It will be located off Exit 153 of Interstate 90 near Chester Road. Jacobs Real Estate Services LLC is the developer.

"Cabela's has been interested in northern Ohio and the greater Cleveland area for some time now, and we're absolutely thrilled to announce this location in Avon," said Tommy Millner, Cabela's Chief Executive Officer. "Ohio has proven to be a state full of outdoor enthusiasts, and full of loyal Cabela's customers. Now Cabela's will have a fourth conveniently located store to serve Ohioans and help them enjoy their time outdoors."

Cabela's expects to employ approximately 225 full-time, part-time and seasonal employees at the store, most of whom would come from Avon and the surrounding area. Upon opening, it will become the fourth Cabela's store in Ohio, joining the Columbus location opened in 2013, the West Chester store scheduled to open this fall and the Centerville store expected to open in spring 2016.

The Avon location will be built in Cabela's new-format layout, designed to offer customers an immersive outdoor experience with log construction, stonework, a mountain replica, aquarium, dozens of wildlife displays and taxidermy mounts, hand-painted murals, vintage outdoor photos and an indoor archery range.

Additionally, the store will include a cafe, fudge shop, boat shop, Gun Library, Bargain Cave and Cabela's Wildlife and Land Management product offering, along with thousands of quality outdoor products.

Cabela's currently operates 67 stores across North America and has announced plans to open an additional 19.

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 Avon, Ohio, and opening an additional 19 stores. 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 and the SEC's website at 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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