

**Cabela's® Announces Plans for Green Bay, Wis., Store**  
**Friday, May 04, 2012 03:30:00 PM (GMT)**

*Construction to begin this fall; doors scheduled to open in summer 2013*

Cabela's Incorporated (NYSE: CAB), the World's Foremost Outfitter® of hunting, fishing and outdoor gear, announced today plans to bring the extraordinary Cabela's retail experience to customers in the Green Bay, Wis., area.

Construction is scheduled to begin this fall and Cabela's plans to open the store in the summer of 2013. It will be Cabela's third store in Wisconsin, joining the Prairie du Chien and Richfield locations. The company also operates a distribution center in Prairie du Chien.

The approximately 100,000-square-foot store will be located in the Titledown Development area being developed in conjunction with the Green Bay Packers. The store will be located in the southeast quadrant of US Route 41 and Lombardi Avenue near Lambeau Field in the Village of Ashwaubenon in Brown County.

Cabela's expects the store to employ approximately 175 full-time, part-time and seasonal employees. Most will come from Green Bay and the neighboring area.

"Wisconsin is full of people who are passionate for the outdoors, people who share the Cabela's lifestyle, and who are known for their loyalty and dedication to sports. It's a wonderful area to expand our retail footprint," said Cabela's Chief Executive Officer Tommy Millner. "We've had great success with the Prairie du Chien and Richfield retail locations, and we expect a very bright future in Green Bay."

The store will be built in Cabela's next-generation layout, designed to surround customers in an outdoor-like experience with dynamic wildlife displays. In addition to thousands of quality outdoor products, the store will include a large mountain replica featuring North American game animals re-created in their natural habitat, a Gun Library, aquarium, Bargain Cave, Boat Shop and Deli.

The store also will feature a Sportsman's Hall of Fame displaying Wisconsin trophy animal mounts, as well as a "view-through" design highlighted by large glass windows allowing customers to see the store's interior as they approach both the front and back of the building.

"Cabela's is going to be a wonderful addition to Ashwaubenon and the Green Bay area," said Packers President and Chief Executive Officer Mark Murphy. "Outdoor enthusiasts from throughout Wisconsin and Upper Michigan will be making it a destination to visit, not only for their excellent products and apparel, but also for the outstanding experience the store offers."

Cabela's currently operates 36 retail stores across the United States and Canada and will open a location in Saskatoon, Saskatchewan, Canada, on May 10. Cabela's also has announced plans to open stores in Charleston, W.Va.; Rogers, Ark.; and Union Gap, Wash., later this year. Additionally, in 2013, the company plans to open stores in Grandville, Mich.; Columbus, Ohio; Louisville, Ky.; Thornton, Colo.; and Lone Tree, Colo.

Cabela's stores showcase thousands of products, including hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as clothing and outdoor-themed gifts and furnishings. Cabela's is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service.

### **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 a Green Bay-area retail store location in 2013. 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 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 multi-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 government regulations, including regulations relating to firearms and ammunition; the Company's ability to protect its brand, intellectual property, and reputation; 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); the Company's ability to manage credit, liquidity, interest rate, operational, legal, 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 31, 2011), 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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