

**Cabela's® Announces Plans for Calgary, Alberta, Canada, Store**  
**Tuesday, July 08, 2014 08:05:00 PM (GMT)**

*Construction schedule to begin this fall; anticipated fall 2015 opening*

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

Construction is scheduled to begin later this year and Cabela's Canada plans to open the store in the fall of 2015. The 70,000-square-foot store will be located adjacent the Deerfoot Mall near the intersection of Deerfoot Trail NE and 64 Avenue NE. The Deerfoot Mall is currently under plan review as an open air shopping center redevelopment project.

It will be Cabela's third location in Alberta, joining the 70,000-square-foot and 50,000-square-foot Edmonton locations opened in 2011 and May of this year. It is expected to employ approximately 180 full-time and part-time employees. Most will come from Calgary and the surrounding area.

"Alberta has been great to Cabela's," said Tommy Millner, Cabela's Chief Executive Officer. "Our two Edmonton locations have received tremendous support. It is time to expand to Calgary and better serve the loyal Cabela's customers in southern Alberta."

The store will be built in Cabela's next-generation layout, designed to surround customers in an outdoor-like experience with museum-quality wildlife displays and a large mountain replica. In addition to thousands of quality outdoor products, the store will include an indoor archery range and archery tech room, Bargain Cave and Fudge Shop.

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. The company is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service.

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

Currently, Cabela's operates 58 stores across North America, including five in Canada – Winnipeg; Saskatoon and Regina, Saskatchewan; and two Edmonton locations. The company has announced plans to open an additional 20 stores over the next two years, including locations in Barrie, Ontario, July 10; Nanaimo, British Columbia, this fall; and Moncton, New Brunswick, in 2015.

**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 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 retail store in Calgary, Alberta, and opening 20 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 28, 2013, and Form 10-Q for the quarterly period ended March 29, 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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