

**Cabela's® Announces Summerville, S.C., Location**  
**Thursday, July 23, 2015 11:50:00 AM (GMT)**

82,000-square-foot store expected to open in fall 2016

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 Summerville, S.C., and the greater Charleston area.

Cabela's expects construction on the 82,000-square-foot store to begin in 2015, and anticipates a fall 2016 opening. It will be located in Nexton, near Interstate 26 and Highway 17A, between Exit 199 and the new Exit 197. MeadWestvaco is the developer.

"Cabela's has been interested in Summerville and the greater Charleston area for some time now. We have a loyal customer base established in the region and an opportunity to reach thousands of additional outdoor enthusiasts who either call the area home or visit to shop and enjoy the outdoors," said Tommy Millner, Cabela's Chief Executive Officer. "South Carolina has provided great support to Cabela's through our catalog, website and existing stores, and we expect the same to be true for our Summerville location."

Cabela's expects to employ approximately 175 full-time, part-time and seasonal employees at the store, most of whom will come from Summerville and the surrounding area. Upon opening, it will become the third Cabela's location in South Carolina, joining the Greenville store opened in 2014 and the Fort Mill location opened in March.

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

Additionally, the store will include a cafe, fudge shop, Gun Library, Bargain Cave, boat shop, service center and Cabela's Wildlife and Land Management product offering, along with thousands of quality outdoor products. Furthermore, the store's staff will host educational seminars and demonstrations, offering tips and insights on outdoor products and seasonal activities.

Cabela's began as a kitchen-table dream in the Chappell, Neb., home of founders Dick and Mary Cabela in 1961. The couple started their mail-order business selling fishing flies and other outdoor products through classified ads placed in hunting and fishing magazines. The company currently operates 71 stores across North America and has announced plans to open an additional 17.

**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 Summerville, S.C., and opening an additional 17 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, the ongoing Securities and Exchange Commission investigation, 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, and Form 10-Q for the quarterly period ended March 28, 2015), 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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