



Cabela's Set to Open its First Colorado Store in Grand Junction on May 20

Cabela's®, the World's Foremost Outfitter of hunting, fishing and outdoor gear, will open its first Colorado retail store in Grand Junction on Thursday, May 20, 2010, at 4 p.m.

Grand Junction, Colo. (Vocus) April 9, 2010 -- [Cabela's®](#), the World's Foremost Outfitter of hunting, fishing and outdoor gear, will open its first Colorado retail store in Grand Junction on Thursday, May 20, 2010, at 4 p.m.

The 70,000-square-foot, next-generation Cabela's store will anchor Mesa Mall, located at the intersection of 24 Road and U.S. Highway 6 and 50 in Grand Junction. Mesa Mall offers more than 880,000 square feet of retail shopping, making it the premier shopping destination on Colorado's Western Slope.

"Colorado is known for its rich tradition of outdoor participation," said Tommy Millner, Cabela's Chief Executive Officer. "Hunting, fishing, camping and outdoor activities are a way of life for those on the Western Slope and throughout the state. We're thrilled Grand Junction will be Cabela's first location in Colorado."

[Cabela's](#) Grand Junction store will be stocked with products specifically selected for Colorado outdoor enthusiasts and for people traveling to the region. Plus, the in-store Cabelas.Com Lodge will give customers access to virtually every product in Cabela's inventory. Products ordered through the Cabelas.Com Lodge can be picked up at the store, saving the customer home-shipping charges.

Store manager Bill Stockstill has hired more than 200 employees, most of whom have come from Grand Junction and the Western Slope, to carry on the company's tradition of industry-leading customer service. Cabela's employees are famous for living the outdoor lifestyle and having exceptional knowledge of outdoor products. Product offerings will include hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as outdoor clothing and outdoor-themed gifts. Historic memorabilia and museum-quality taxidermy displays highlight the store's décor.

Cabela's Grand Junction store hours will be Monday through Saturday, 9 a.m. to 9 p.m., and 10 a.m. to 7 p.m. on Sunday.

Cabela's

Cabela's Incorporated, headquartered in Sidney, Nebraska, is the world's largest direct marketer, and a leading specialty retailer, 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 well-established direct business and its growing number of destination retail stores, 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. Forward-looking statements involve risks and uncertainties that may cause the Company's actual results to differ materially from the expectations of future results that the Company expresses or implies in any forward-looking statements. These risks and uncertainties include, but are not limited to: the ability to negotiate favorable purchase, lease and/or economic development arrangements for new destination retail store locations; market saturation due to new destination retail store openings; increasing competition in the outdoor segment of the sporting goods industry; adverse economic conditions causing a decline in discretionary consumer spending; changes in consumer preferences and demographic trends; other factors that the Company may not have currently identified or quantified; and other risks, relevant factors and uncertainties identified in the Company's filings with the SEC, which filings are available at the Company's website at www.cabelas.com. 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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