



NEWS RELEASE

Boot Barn Supporting Children with Ponies for Patients Event

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IRVINE, Calif.--(BUSINESS WIRE)-- Boot Barn Holdings, Inc. (NYSE:BOOT), America's largest western and work wear retailer, is supporting children across the country with their 2nd annual "Ponies for Patients" event that benefits patients in children's hospitals.

Boot Barn is committed to supporting children on their road to recovery and, together with the **Children's Hospital Association**, is excited to support these efforts with the Ponies for Patients event. Customers can purchase and donate plush ponies at Boot Barn stores nationwide between November 29, 2018 and December 9, 2018. Boot Barn will collect donations and distribute plush ponies to more than 100 children's hospitals across the country. Boot Barn will also donate a portion of the sales to the Children's Hospital Association.

"Our team at Boot Barn is passionate about the Ponies for Patients event and is happy to be able to support local communities by bringing a little joy to children in hospital care during the holidays," said Mike Love, SVP of Stores at Boot Barn. "The Boot Barn Family is honored to work with the Children's Hospital Association again this year to support children in need across the country."

For additional details on Boot Barn's Ponies for Patients event, please visit bootbarn.com/poniesforpatients.html.

About Boot Barn:

Boot Barn is the nation's leading lifestyle retailer of western and work-related footwear, apparel and accessories for men, women and children. The Company offers its loyal customer base a wide selection of work and lifestyle brands. Boot Barn now operates 233 stores in 31 states, in addition to an e-commerce channel www.bootbarn.com. The Company also operates www.sheplers.com, the nation's leading pure play online western and work retailer and www.countryoutfitter.com, an e-commerce site selling to customers who live a country lifestyle. For more information, call 888-Boot-Barn or visit www.bootbarn.com.

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Boot Barn Holdings, Inc.
Jim Watkins, 949-453-4428
Vice President of Investor Relations

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