



NEWS RELEASE

## Boot Barn to Celebrate Grand Opening of New Store in Cypress, Texas

2/24/2015

IRVINE, CA -- (Marketwired) -- 02/24/15 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store March 6th through the 8th. The new 10,000 square foot store is located in Cypress, Texas at 25855 Northwest Fwy off Highway 290 at the Spring Cypress exit, next to Target. This will be the company's 30th store in Texas and marks the 16th new store opened during this fiscal year.

Boot Barn offers boots, jeans, hats, shirts, outerwear, protective work wear, flame-resistant apparel, belts and accessories for western and work customers. For over 30 years Boot Barn has focused on providing superior service and the largest selection of quality brands including Wrangler®, Justin®, Ariat®, Carhartt®, Miss Me®, Lucchese®, Tony Lama®, Corral® and Twisted X® at great prices. Boot Barn also has exclusive brands including Moonshine Spirit™ by Brad Paisley, a new line of contemporary boots, apparel and accessories.

"We are excited to introduce Boot Barn to the Cypress community just in time for RodeoHouston®," said Jayme Maxwell, Vice President of Marketing at Boot Barn. "We're stocked with the largest selection of western and work boots and apparel -- so everyone is sure to find the right style and size. We're inviting all our new neighbors to help us celebrate our Grand Opening. Come in, meet the team and save big on everything from hats to boots, including \$50 off all Lucchese boots, \$20 off all Corral boots and \$10 off top brand-name jeans including Ariat and Miss Me." Additionally, the Boot Barn Grand Opening celebration will include an official ribbon cutting ceremony, Ariat jeans and Cowgirl Tuff jacket giveaways and fundraising events for the local 4-H. Plus, customers can take their turn at the "Spin and Win" prize wheel for a chance to win a \$100 Boot Barn gift card and sign up for a chance to win concert tickets and a Meet and Greet with Brad Paisley at RodeoHouston®.

Boot Barn has been outfitting the West since 1978 and is America's largest western and work wear retailer. With the opening of the new store in Cypress, Boot Barn has 167 stores from coast to coast and online shopping via their mobile-friendly website. Boot Barn is the official western retailer of the PRCA, NFR and PBR, is an official sponsor of RodeoHouston®, and supports over 500 rodeos and western events every year. For more information, call 888-Boot-Barn or visit [www.bootbarn.com](http://www.bootbarn.com).

Source: Boot Barn