



NEWS RELEASE

Boot Barn to Celebrate Grand Opening of New Store in Greenville, South Carolina

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IRVINE, CA -- (Marketwired) -- 09/16/15 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store September 18th through the 20th. The new almost 10,000 square foot store is located in Greenville, South Carolina at 420 Congaree Road next to Haywood Mall. This will be the company's second store in South Carolina and marks the fifteenth 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[®], Ariat[®], Justin[®], Carhartt[®], Miss Me[®], Twisted X[®], Double-H[®], Dan Post[®], Durango[®], Tony Lama[®], Lucchese[®], Corral[®], and Timberland PRO[®] at great prices. Boot Barn also has exclusive brands including Cody James[®], Shyanne[®], and Moonshine Spirit[™] by Brad Paisley, a line of contemporary boots, apparel and accessories.

"We are excited to introduce Boot Barn to the Greenville community, just in time for the Upper South Carolina State Fair," said Jayme Maxwell, Vice President of Marketing at Boot Barn. "We're stocked with the largest selection of western and work boots and apparel -- everyone is sure to find the right style and size. We're inviting all our new neighbors to join us in celebrating our Grand Opening. Families can come and save \$20 on all regularly priced boots over \$100 and save \$5 on all jeans, shirts and hats." Additionally, the Boot Barn Grand Opening celebration will include an official ribbon cutting ceremony, Ariat and Cowgirl Tuff giveaways, fundraising events for the local 4-H, plus a "Spin and Win" prize wheel for a chance to win a \$100 Boot Barn gift card daily.

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 Greenville, Boot Barn has 184 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, an official sponsor of the Houston Livestock Show and Rodeo, and supports over 500 rodeos and western events every year, including

the Upper South Carolina State Fair. For more information, call 888-Boot-Barn or visit www.bootbarn.com.

Source: Boot Barn