



NEWS RELEASE

## Boot Barn to Celebrate Grand Opening of New Store in Omaha, Nebraska

2/26/2016

IRVINE, CA -- (Marketwired) -- 02/26/16 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store March 4th through the 6th. The new 10,000 square foot store is located in Omaha, Nebraska at 12720 Westport Parkway across from Cabela's. This will be the company's 2nd store in Nebraska, the other being the former Sheplers location that is now Boot Barn, and marks the 20th new store opened during this fiscal year. In addition to the new store in Omaha, Boot Barn is set to open a nearby location in Council Bluffs, Iowa in June.

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<sup>®</sup>, Ariat<sup>®</sup>, Justin<sup>®</sup>, Carhartt<sup>®</sup>, Miss Me<sup>®</sup>, Tony Lama<sup>®</sup>, Double-H<sup>®</sup>, Dan Post<sup>®</sup>, Laredo<sup>®</sup>, Corral<sup>®</sup>, Lucchese<sup>®</sup> and Timberland PRO<sup>®</sup> at great prices. Boot Barn also has exclusive brands including Cody James<sup>®</sup>, Shyanne<sup>®</sup>, and Moonshine Spirit<sup>™</sup> by Brad Paisley, a line of contemporary boots, apparel and accessories.

"We are excited to introduce Boot Barn to the Omaha community," 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. Everyone 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 a local charitable organization, 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. Boot Barn has over 200 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. For more information, call 888-Boot-Barn or visit

[www.bootbarn.com](http://www.bootbarn.com).

Source: Boot Barn