



NEWS RELEASE

Boot Barn to Celebrate Grand Opening of New Store in East Houston, Texas

2/9/2017

IRVINE, CA -- (Marketwired) -- 02/09/17 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store February 10th through the 12th. This new Superstore is located in East Houston, off I-10 next to the Fitness Connection. This will be the company's 16th store in the Houston area.

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[®], Corral[®], Tony Lama[®], Dan Post[®], Timberland[®] and Lucchese[®] 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 East Houston community just in time for Rodeo," said Tye Romano, Marketing Manager at Boot Barn. This store is the first of its kind for Boot Barn; featuring side-by-side western and work stores with a huge selection of work apparel, including FR, and boots that is much larger than the other stores. "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 cowboy hats."

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 East Houston, 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.

Source: Boot Barn