



NEWS RELEASE

Boot Barn Supporting Troops with Socks for Soldiers Event

10/19/2017

IRVINE, Calif.--(BUSINESS WIRE)-- Boot Barn Holdings, Inc. (NYSE:BOOT), America's largest western and work wear retailer, is partnering with Operation: Care and Comfort to support active military troops serving overseas with a nationwide "Socks for Soldiers" event.

Boot Barn is committed to serving the service men and women stationed overseas and is excited to support these efforts with the Socks for Soldiers event in partnership with Operation: Care and Comfort. Customers can purchase and donate socks or other designated items at Boot Barn stores nationwide between November 2, 2017 and November 12, 2017. Boot Barn will collect donations nationwide, and with the support of Operation: Care and Comfort, distribute the donations in the form of individual care packages to the troops. Customers are also invited to write letters to the troops at their local Boot Barn store to be sent along with the packages. Boot Barn will donate a portion of the proceeds in the form of a financial contribution to Operation: Care and Comfort.

"The Boot Barn Team cares deeply about our troops overseas and we know that our customers do as well. Our Socks for Soldiers event is a great opportunity to bring our store teams together with the people in their communities to show support for our troops who are a long way from home," said Jeffrey Scott Gomez, Vice President of Stores at Boot Barn. "We're extremely proud to work with organizations like Operation: Care and Comfort which support our troops on a daily basis."

For additional details on Boot Barn's Socks for Soldiers event, please visit bootbarn.com/socksforsoldiers.

About Operation: Care and Comfort:

Founded in 2003 in the San Francisco Bay Area, Operation: Care and Comfort supports the military, veterans and their families through three distinct programs- OCC Care Packages, OCC Tickets for Troops, and OCC Adopt a Military Family. OCC and its volunteers have received numerous awards for their effort, including the Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award from the Pentagon (2007) and the National Red Cross Service to the Armed Forces Award (2009.) For more information on this worthy, all volunteer organization, please

visit www.occ-usa.org.

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. As of the date of this release, Boot Barn operates 223 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. Sheplers has been part of the western, outdoor, and work lifestyle for over 100 years. Beginning in February 2017, the Company has operated 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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Source: Boot Barn Holdings, Inc.

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