



NEWS RELEASE

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

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IRVINE, CA--(Marketwired - Dec 10, 2014) - Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store December 12th through the 14th. The new 10,000 square foot store is located in Easley, South Carolina at 211 Rolling Hills Circle off Highway 123 between Sam's Club® and Walmart. This will be the company's first store in South Carolina and marks the 14th 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®, Dan Post®, Timberland PRO® and Carolina® at great prices. Boot Barn also has exclusive brands including Moonshine Spirit™ by Brad Paisley, a new line of contemporary boots and apparel.

"We are excited to introduce Boot Barn to the Easley community at this important time of year," 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 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.

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 Easley, Boot Barn has 165 stores from coast to coast and online shopping via their mobile-friendly website. Boot Barn is the official western retailer of the PRCA and NFR, 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.