



NEWS RELEASE

Boot Barn to Celebrate Grand Opening of New Store in Aurora, Colorado

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IRVINE, CA -- (Marketwired) -- 02/24/15 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store March 6th through the 8th. The new 10,000 square foot store is located in Aurora, Colorado at 6360 S. Parker Road in Arapahoe Crossing, next to King Soopers. This will be the company's ninth store in Colorado and marks the 15th 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®, Dan Post®, Tony Lama®, Timberland PRO®, Wolverine®, Corral® and Dr. Marten at great prices. Boot Barn also has exclusive brands including Moonshine Spirit™ by Brad Paisley, a line of contemporary boots, apparel and accessories.

"We are excited to introduce Boot Barn to the Aurora 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. 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 Aurora, Boot Barn has 166 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 National Western Stock Show. For more information, call 888-Boot-Barn or visit www.bootbarn.com.

Source: Boot Barn