



NEWS RELEASE

Nation's Biggest Western And Work Wear Retailer Officially Opening Five New Stores In DFW

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Boot Barn has rebranded five former Sheplers stores following June acquisition, official re-openings scheduled Nov. 6-8.

IRVINE, Calif. and DALLAS , Nov. 3, 2015 /PRNewswire/ -- The Dallas-Fort Worth shopping scene is experiencing a makeover as America's largest Western and Work wear retailer, Boot Barn Holdings, Inc. (NYSE: BOOT), plans to celebrate the November Grand Opening of five area stores. With the new locations Boot Barn will now have eight stores in DFW.

Boot Barn has remodeled each of the former Sheplers' stores, which it acquired in June, and will unveil the new look and shopping experience Nov. 6-8 . The weekend's Grand Opening will include Professional Bull Rider (PBR) athletes, Dallas Cowboy Cheerleaders, live music, local BBQ, festivities and special promotions.

The new Boot Barn locations are:

- Arlington : 2500 E Centennial Drive
- Dallas : 5850 LBJ Freeway
- Fort Worth : 9320 Sage Meadow Trail
- Frisco : 8549 Gaylord Pkwy Suite 100
- Mesquite : 18500 LBJ Freeway

Grand opening weekend festivities will feature special offers, including \$25 off boots over \$100 ; ribbon cuttings; prizes; community giving events; local BBQ; and radio remotes. In addition, Boot Barn will unveil a fun promotion where customers have a chance to win free merchandise when they post a photo of in-store merchandise on Facebook and use the hashtag #ShareItWinIt. The promotion will be open to shoppers at all five stores on Saturday, Nov. 7 . Every two hours that Saturday, a participant in the promotion will be randomly chosen to receive a new item of merchandise.

"We are excited to expand the Boot Barn presence in Dallas-Fort Worth ," said Jayme Maxwell , Vice President of Marketing at Boot Barn . "We're stocked with the largest selection of western and work boots and apparel – so 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. Customers can come and save \$25 on all regularly priced boots over \$100 and save \$10 on jeans, shirts and hats."

Boot Barn shoppers will find everyday prices lower than Sheplers' prices, as well as double the number of brands; double the boot selection, including western and work; and double the work wear. They also can enroll in Boot Barn's "B Rewarded" loyalty program and earn points on every purchase.

Boot Barn offers boots, jeans, hats, shirts, outerwear, protective workwear, flame-resistant apparel, belts and accessories for western and work customers. For more than 30 years, the company has focused on providing superior service and the largest selection of quality brands, including Wrangler ® , Justin ® , Ariat ® , Carhartt ® , Miss Me ® , Lucchese, Dan Post ® , Tony Lama ® , Laredo , Corral ® , and Timberland PRO ® 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, hats and accessories.

Including the new locations in Dallas-Ft. Worth , Boot Barn will re-open 19 former Sheplers stores under the Boot Barn brand in Texas , Oklahoma, Nebraska , Kansas , Arizona , Colorado and Florida in October and November. Eleven of those new stores are in Texas , which will bring the total number of stores in Texas to 47. Boot Barn also will continue to operate the online retail channel, www.sheplers.com , providing shoppers with the same great values they have come to expect.

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 more than 200 work and lifestyle brands. Boot Barn has over 200 stores in 29 states, in addition to an e-commerce channel, including both www.bootbarn.com and www.sheplers.com .

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