



NEWS RELEASE

Boot Barn Donates \$11,000 to Celebrate Employee Mary Sarah's Advancing as a Top Eleven Finalist on NBC's The Voice

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IRVINE, CA -- (Marketwired) -- 04/26/16 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, is donating \$11,000 in celebration of employee Mary Sarah advancing to be one of the eleven finalists on NBC's primetime singing competition, The Voice. The donation was made to a charity close to Mary Sarah's heart, the Caiden's Hope Foundation.

"My brother was born prematurely at less than two pounds," said Mary Sarah. "The emotional, financial and spiritual impact of the health issues he faced, and that other families of premature babies face, can be overwhelming. Caiden's Hope Foundation is one of the few organizations that provide support to these families. I am proud to be a national ambassador for the Foundation and appreciate the donation and support the Boot Barn family has shown me on my journey as a country singer and to this important charity."

Mary Sarah is a current contestant on The Voice, earning praise from all four judges. The last live episode that aired on Tuesday, April 19, 2016 announced Mary Sarah's advancement in the competition, along with ten additional talented singers. Mary Sarah has been a part of the Boot Barn family for several years. To support her life-goal of becoming a country music artist, Mary Sarah moved to Nashville and began working part-time at Boot Barn.

"We are so proud of, and happy for, Mary Sarah," said Jayme Maxwell, Vice President of Marketing at Boot Barn. "She is an amazing singer. But more than that, she's an amazing person with a huge heart. Her involvement in Caiden's Hope Foundation is a reflection of who Mary Sarah truly is. We know that whether she wins The Voice or not, Mary Sarah will positively impact the world with both her singing talent and her generous heart, particularly her support of families with premature babies."

About Boot Barn:

Boot Barn has been outfitting the West since 1978 and is America's largest western and work wear retailer. 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, the Fort Worth Stock Show and Rodeo, and the San Antonio Stock Show, 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