



NEWS RELEASE

Boot Barn to Celebrate Grand Opening of New Store in Council Bluffs, Iowa

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IRVINE, CA -- (Marketwired) -- 06/09/16 -- Boot Barn Holdings, Inc. (NYSE: BOOT), America's largest western and work wear retailer, will celebrate the opening of its newest store June 17 through the 26. The new 10,000 square foot store is located in Council Bluffs, Iowa at 3271 Marketplace Drive next to Shopko®. This will be the company's third store in Iowa.

Boot Barn offers boots, jeans, hats, shirts, outerwear, protective work wear, 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®, Ariat®, Justin®, Carhartt®, Miss Me®, Durango®, Double-H®, Dan Post®, Rock&Roll®, Cinch®, Corral®, Twisted X®, Stetson®, Resistol® 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 and accessories.

"We are excited to introduce Boot Barn to the Council Bluffs 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 cowboy hats. Plus, active military personnel receive a 15% discount every day." Additionally, the Boot Barn Grand Opening celebration on June 17 through the 19 will include an official ribbon cutting ceremony, a "Spin and Win" prize wheel for a chance to win a \$100 Boot Barn gift card daily, plus a special performance by Mary Sarah, a top 10 finalist from this season's "The Voice", on Saturday, June 18 at noon.

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, 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