



NEWS RELEASE

## Boot Barn Supporting Troops with Socks for Soldiers Donation Event

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IRVINE, Calif.--(BUSINESS WIRE)-- Boot Barn Holdings, Inc. (NYSE:BOOT), America's largest western and work wear retailer, is partnering with Operation: Care and Comfort to support active military troops serving overseas with its semi-annual "Socks for Soldiers" event, which takes place during the months of May and November.

Boot Barn is committed to serving the service men and women stationed overseas and is excited to support these efforts again with the Socks for Soldiers event in partnership with Operation: Care and Comfort. Customers can purchase and donate socks or other items at Boot Barn stores nationwide between November 2, 2018 and November 12, 2018. Boot Barn will collect donations, and with the support of Operation: Care and Comfort, distribute the donations in the form of individual care packages to the troops. Customers are also invited to write letters to the troops at their local Boot Barn store to be sent with the packages. Boot Barn will donate a portion of the proceeds in the form of a financial contribution to Operation: Care and Comfort.

"Boot Barn is excited to hold our 3rd Socks for Soldiers drive. This is a great opportunity for our stores and customers to express our gratitude for service men and women who are unable to be with their families throughout the year." said Mike Love, SVP of Stores at Boot Barn. "Operation: Care and Comfort supports our troops on a daily basis and we are extremely proud to partner with such an amazing organization."

For additional details on Boot Barn's Socks for Soldiers event, please visit [bootbarn.com/socksforsoldiers](http://bootbarn.com/socksforsoldiers).

### About Operation: Care and Comfort:

Founded in 2003 in the San Francisco Bay Area, Operation: Care and Comfort supports the military, veterans and their families through three distinct programs- OCC Care Packages, OCC Tickets for Troops, and OCC Adopt a Military Family. OCC and its volunteers have received numerous awards for their effort, including the Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award from the Pentagon (2007) and the National Red Cross Service to the Armed Forces Award (2009.) For more information on this worthy, all volunteer organization, please visit [www.occ-usa.org](http://www.occ-usa.org).

## 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 work and lifestyle brands. Boot Barn now operates 232 stores in 31 states, in addition to an e-commerce channel [www.bootbarn.com](http://www.bootbarn.com). The Company also operates [www.sheplers.com](http://www.sheplers.com), the nation's leading pure play online western and work retailer and [www.countryoutfitter.com](http://www.countryoutfitter.com), an e-commerce site selling to customers who live a country lifestyle. For more information, call 888-Boot-Barn or visit [www.bootbarn.com](http://www.bootbarn.com).

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