



“Grand Opening” News Release

Sportsman's Park Center
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For Immediate Release

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AMERICA'S FAVORITE OUTDOOR STORE OPENS NOVEMBER 20TH

Leeds, Alabama (November 12, 2008)--Bass Pro Shops, recently voted the #1 outdoor retailer in America by *Sporting Goods Business Magazine*, will celebrate its 54th store's Grand Opening Thursday, November 20 through Sunday, November 23rd. The store will open at 8 AM Thursday and at 9 AM (normal opening hours) Friday and Saturday and 10 AM Sunday. The new Bass Pro Shops Outdoor World is the destination amenity for the Grand River master-planned community along with the spectacular Barber Vintage Motorsports Museum and Park. It is located at the intersection of Interstate 20 and Highway 78 (Exit 140) in Leeds.

The Grand Opening celebration will be preceded by a special *Evening for Conservation* event, including a *Concert for Conservation*, Wednesday, November 19th that is free and open to the public. Area conservation groups partnering with Bass Pro Shops will set up display booths to educate customers on their efforts and projects with a portion of the night's sales benefiting the National Fish Initiative's "More Fish" campaign.

Grand Opening festivities include special exhibits, celebrity guests, store-wide savings and fantastic giveaways. You can visit with today's experts on fishing, hunting, camping, boating and more. See huge displays from the industry's top manufacturers and talk with factory representatives to get the latest information on new products.

The first 200 customers Thursday, November 20th through Sunday, November 23rd will receive a special gift with purchase like Bass Pro Shops gift cards in mini tackle boxes, a limited edition Bass Pro Shops logo lure, and a Bass Pro Shops logo stainless coffee mug.

Visitors may also register to win a Bass Pro Shops #1 Race Car Go-Cart with a \$1,500.00 value. (NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. Open to legal residents of the 50 United States and District of Columbia who are 18 years of age or older at time of entry. Void where prohibited. Sweepstakes begins 11/19/08 and ends 11/23/08.)

Thursday, November 20th you can visit and get angling tips and techniques from 2000 Bassmaster Classic champ Woo Daves and Bass Pro Shops Pro Staffer Tim Horton. Learn how to have a more successful day in the field with RedHead Pro Hunting team members Jim and Angie Ryan and their grandson, Hunter, will have hunting tips for youngsters.

Special displays through Sunday, November 23rd include the Bass Pro Shops #1 NASCAR car, the Bass Pro Shops #20 Sprint car, Bobby Allison's #12 Miller Car and the awesome *King of Bucks* Trailer featuring 25 world record whitetail deer mounts.

The store offers 150,000 square feet of outdoor excitement including the area's largest selection of quality gear for fishing, hunting, camping, boating and marine. Much more than a hunting and fishing store, however, Bass Pro Shops also offers equipment for hiking, backpacking, outdoor cooking and more. Shoppers will find outdoor apparel for men, women and children, along with a fine selection of outdoor, casual and athletic footwear. A gift and nature center serves up a wide variety of outdoor-related items from lamps and dishes to bird feeders and furniture.

Known for bringing the outdoors indoors, a typical Bass Pro Shops retail store features over 3,500 area antiques and artifacts, up to 400 trophy fish and wildlife mounts and many grand murals depicting scenes reminiscent of the area making it a true destination experience.

Interested in learning a new outdoor skill or improving existing ones? Watch for the Bass Pro Shops Outdoor Skills Workshops schedule. These are free classes that will be offered on a regular basis and will include topics like outdoor cooking, nature photography, fly fishing, camping, archery and more. Widely recognized for their efforts in conservation and outdoor education, Bass Pro Shops has received more conservation awards than any other outdoors retailer.

About Bass Pro Shops:

A major catalog and Internet retailer, Bass Pro Shops, headquartered in Springfield, MO, currently has 53 retail locations across the United States and Canada. The stores attract more than 100 million visitors a year. For more information regarding Bass Pro Shops store locations, products or special events, please visit www.basspro.com. Request a free catalog by calling 1-800-BASS PRO.

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