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SCHEELS Breaks Ground on Largest All Sports Store

The Colony groundbreaking celebration included check presentations to five local charities

The Colony, TX | February 8, 2018: SCHEELS, an employee-owned, privately held all sports retailer and entertainment destination, kicked off construction on its first location in Texas, soon-to-be the largest All Sports Store in the world. Community members helped celebrate at a groundbreaking event on Thursday, February 8, at the new Grandscape Development site. The SCHEELS team joined developers and city leaders to break ground on the two-level, 331,000 square foot building, coming to The Colony in 2020.

The Colony SCHEELS will be home to a collection of entertainment venues, specialty shops and boutiques, all staffed by trained experts who focus on their passions. This includes 85 specialty shops ranging from technical athletic gear to the latest fashions for women, men and children, all featuring the top name brands under one roof. The store will have state-of-the-art footwear, bike, golf, archery, hunting and fishing shops for customers.

Family-friendly attractions will include a 65-foot, 16-car operating Ferris Wheel, a 16,000-gallon saltwater aquarium with more than 600 fish, and a wildlife mountain. Shoppers will get the chance to try out interactive arcade games and sports simulators, or taste specialty treats at Ginna's Cafe, a restaurant serving gourmet soups and sandwiches, homemade fudge and nuts, and Starbucks® coffee.

"After more than 10 years studying the Texas market, we found a great location to build our largest store yet," said Steve D. Scheel, SCHEELS Chairman of the Board. "This one-of-a-kind retail adventure will attract sports enthusiasts, outdoor explorers and shoppers seeking a wide variety of fashion, footwear and homegoods. We are excited to bring our expertise and enthusiasm to Texas for the first time."

At the groundbreaking event, Scheel highlighted the company's passion for philanthropy by presenting checks to five community groups. Donation recipients included:

- American Legion Holley-Riddle Post 21
- Children's Advocacy Center for Denton County
- Miracle League of Frisco
- The Samaritan Inn
- Scottish Rite Hospital for Children

The Colony SCHEELS will employ more than 400 associates, all employee owners, who look forward to opening the SCHEELS doors Spring of 2020.

SCHEELS History:

Three acres of potatoes were the seed for the first SCHEELS store in 1902. Frederick A. Scheel, a German immigrant, used the \$300 he earned from that first harvest as the down payment on the first SCHEELS, a small hardware and general merchandise store in Sabin, Minnesota.



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Over the years, SCHEELS opened in surrounding communities including Fargo in 1930, where the Corporate Offices are located. Firmly planted in the hardware business, SCHEELS had a small selection of sporting goods from the beginning in 1902. Customer interest grew, and more sports lines were added with athletic shoes and clothing being introduced in the product mix in 1972.

SCHEELS is now a 27-store operation with stores in 12 states including North Dakota, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Illinois, Utah, Kansas, and Colorado. Currently, Steve D. Scheel, the great grandson of SCHEELS founder, is the company's Chairman of the Board, and great-great grandson Steve M. Scheel is CEO. Bill Nelson serves as President and oversees SCHEELS daily operations of nearly 7,000 associates.

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