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SCHEELS Opening New Store at The Colony, Texas

FARGO, ND - May 4, 2016

SCHEELS is pleased to announce a new retail location at the Grandscape Development in The Colony, Texas.

The Colony SCHEELS will be the World's Largest All Sports Store with 300,000 sq. ft. of top name brands under one roof. The store will have more than 85 specialty shops that will provide a retail adventure for the sports enthusiast, the outdoor adventurer, and for those that seek an array of fashion and footwear. SCHEELS believes in providing exceptional customer service, expert advice on a wide selection of products and services, lively entertainment venues, and welcoming ambiance. The store will open in 2020.

"SCHEELS is pleased to announce we are coming to Texas! After more than 10 years of studying the Dallas/Fort Worth market, we have found the best possible location to build our largest SCHEELS store at the Grandscape Development in The Colony, Texas. Nebraska Furniture Mart is putting together an incredible project at Grandscape, something we believe will be different than anything else in the Dallas/Fort Worth area. Whether our customers are looking for hunting and fishing gear, biking, camping or sports equipment for themselves or their family, or the clothing to do it all, this will be the perfect destination to serve DFW metro customers. We will break ground in 2018 and will be working with Nebraska Furniture Mart to coordinate our opening along with a group of other key retailers in 2020 to bring a whole new shopping experience to The Colony, Texas." Steve M. Scheel, CEO, SCHEELS

The Colony SCHEELS will be located in the Grandscape development which is 400 acres of retail, entertainment, dining and attractions. SCHEELS and The Nebraska Furniture Mart will be the anchor tenants of the development. Grandscape is located along the Sam Rayburn Tollway in the heart of the Dallas/Fort Worth region, the 4th largest metropolitan area in the United States. Grandscape is being developed by Berkshire Hathaway Inc.

"We are very excited to have SCHEELS joining us at Grandscape. This outfit is my kind of business with organic growth created by simply being the best retailer in their category. The SCHEELS experience will bring millions of visitors to Grandscape furthering our vision of making this development one of the best in the United States." Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

"SCHEELS is truly an incredible retailer. They focus on providing both a great customer experience and tremendous opportunities for their team members. I've been a SCHEELS customer for 16 years and they were at the top of our list for our Grandscape development. Their store will be unlike any other in the State of Texas. Their approach of providing outstanding service expertise within a one of a kind store environment will be a HUGE hit in the DFW Metroplex and beyond." Jeff Lind, Chief Strategy & Development Officer, Nebraska Furniture Mart



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SCHEELS is an employee-owned, privately held business that owes its consistent success to its empowered associates, leaders, and partners who think and make decisions for their individual store and the entire company. SCHEELS associates provide first-class customer service and are highly educated about their products so they may guide customers as they build on their hobbies, passions, and sports. SCHEELS is 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 with the Johnstown, CO store opening September 2017.

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 Chief Executive Officer. Bill Nelson serves as President and oversees daily operations of more than 6,000 associates.

The 85 specialty shops will range from technical running gear to spectacular hunting and fishing shops. The sport shoe, hiking boot, and casual footwear selection will be the largest in the region to meet the needs from toddlers to all athletes, from serious hikers to beach goers, and from hunters to the fashion conscious. There will be a World Class golf shop, bike shop, ski shop, canoe and kayak shop. The gun and hunting shops will have a selection of guns ranging from everyday shooters to modern sporting firearms. The men's and women's fashion shops will carry the latest brands.

Special attractions will include an expansive 16,000 gallon aquarium, a 65 ft. high 16-car operating Ferris Wheel, photo opportunities, a wildlife mountain, and sport simulators. SCHEELS restaurant and fudge shop, named Ginna's Cafe, will serve gourmet soups and sandwiches, Starbucks® coffee and specialty drinks, 24 flavors of homemade fudge, and 18 flavors of gelato.

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 of potatoes as the down payment on the first SCHEELS, a small hardware and general merchandise store in Sabin, Minnesota. Over the years, SCHEELS opened in surrounding communities, including downtown Fargo, ND in 1930 when Fred M. Scheel bought Swanson Hardware. Firmly planted in the hardware business, SCHEELS started adding a small selection of sporting goods to their stores in 1954. Customer interest grew, and additional sports lines were added with athletic shoes and clothing being introduced to SCHEELS' inventory in 1972. SCHEELS' first All Sports Superstore opened in Grand Forks, ND in 1989.

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