

SCHEELS

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SCHEELS Announces New Retail Destination to Anchor Corbin Park in Overland Park, Kansas

Overland Park, KS – On Monday, December 3, 2012 SCHEELS announced their new location in Overland Park, Kansas. Unlike a typical sporting goods store or department store, the new Overland Park SCHEELS will be a collection of entertainment venues, specialty shops and boutiques staffed with experts who focus on their passions. The 220,000 square foot SCHEELS Retail Shopping Experience will showcase Kansas' largest selection of sports, sportswear and footwear under one roof.

"SCHEELS is thrilled to announce our newest location in Overland Park, Kansas. After years of visits to the Kansas City market, we feel we have found the best location possible for the future to serve our customers in Eastern Kansas and Western Missouri," states Steve D. Scheel, the company's Chief Executive Officer. "We are excited to bring our 220,000 square foot SCHEELS to Corbin Park at 135th & Metcalf with the largest selection of sports, sportswear, and footwear in either Kansas or Missouri. Whether it is women's sportswear and fashion footwear, biking, running, golfing, or hunting & fishing, Overland Park/Johnson County is the best possible location for SCHEELS with customers for 100 miles and more in every direction. We will break ground in the summer of 2013 to open in late summer 2015, joining Von Maur, J.C. Penney, and other great merchants to make this a destination retail location in the Kansas City Metro."

"We have always believed that Corbin Park is the best center in the Overland Park/Kansas City area," says Mike Schlup, owner of Corbin Park. "Now that SCHEELS, the best sporting goods store in the World picked us we now believe we will have the best center in the Nation. Thank you to everyone that helped make this happen."

"SCHEELS has a great and growing reputation throughout the country. From its community involvement to outstanding operations, we look forward to working with SCHEELS and Corbin Park officials," Mayor Carl Gerlach.

"SCHEELS' addition as the third major anchor in the Corbin Park development is a reflection of the strength of our city as a true competitor on the national scene and the draw of Corbin Park within Overland Park and the greater Kansas City area," David Block, President of Block & Company, Inc., Realtors.

Modeled after SCHEELS stores in Fargo, ND; Springfield, IL; and Sandy, UT; the SCHEELS in Overland Park will feature specialty shops ranging from technical running gear and the latest fashion, to spectacular hunting and fishing shops. The sport shoe, hiking boot, and casual footwear selection will be the largest in Overland Park with everything for 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, and fishing shop. The gun and hunting shops will have the largest selection of guns in Kansas, ranging from everyday shooters, to \$20,000 collectible firearms displayed in the SCHEELS Premium Gun Room.

Special attractions will include a huge 16,000 gallon aquarium, a 65-foot, 16-car, operating Ferris Wheel, photo opportunities, a wildlife mountain, shooting galleries, and laser shot shooting simulators. Customers will be able to test their golf, soccer, hockey, baseball, football and basketball skills on the sport simulators. There will be a walk of US Presidents featuring two fully animated, talking presidents. No shopping experience would be complete without tasty treats; SCHEELS' deli and fudge shop, named Gramma Ginna's, will serve gourmet soups and sandwiches, Starbucks® coffee and specialty drinks, 24 flavors of homemade fudge, and 18 flavors of gelato, which will make the shopping adventure something unlike the Overland Park retail customer has ever experienced.

Overland Park SCHEELS will employ over 400 associates. SCHEELS provides the best training in retail for its career associates. The people at SCHEELS make it special and SCHEELS associates are among the highest paid in retail, with outstanding benefits. 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.

World-Class Shopping and Customer Service

Providing SCHEELS' customers with first-class customer service and the World's largest selection of sports, sportswear and footwear are the priorities throughout the organization. Although each SCHEELS location is unique in design and sometimes varies in production selection, every customer is greeted and welcomed by friendly and knowledgeable associates. The SCHEELS guarantee is:

**Everything you buy at SCHEELS, on sale or otherwise, is guaranteed satisfactory or your money back.
You don't take chances at SCHEELS, ever!**

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