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CONTACT: Frank Marmion  
GatesmanMarmion+Dave, Inc.  
412-381-5400 x104  
[fmarmion@gatesmanmarmiondave.com](mailto:fmarmion@gatesmanmarmiondave.com)

Shannon Baker  
GatesmanMarmion+Dave, Inc.  
412-381-5400 x107  
[sbaker@gatesmanmarmiondave.com](mailto:sbaker@gatesmanmarmiondave.com)

**RUGGED WEARHOUSE TO LAUNCH PROTOTYPE STORE AT SIX LOCATIONS**

*Redesigned Locations Enhance Shopping Experience for Bargain Hunters*

**Morgantown, W.Va. – July 27, 2011** – Rugged Wearhouse, Inc., an off-price fashion retail apparel and footwear chain, announced today that it will be unveiling its new prototype designed store just in time for the Back-to-School Season. Six Rugged Wearhouse locations, including four of the original stores, are under construction to enhance and simplify the shopping experience. The stores will celebrate a grand re-opening on August 3rd, 2011.

For 15 years Rugged Wearhouse has successfully focused on “Outfitting America for Less,” and while that value proposition remains crucial to the company’s success, the founders of Rugged Wearhouse have decided it is time to modernize the stores to meet the changing needs of its customers. The redesign will provide a more contemporary look, improved amenities, a simplified shopping experience and the same great brands and fashions at the same low prices.

The Frederick, College Park, Bowie and Gaithersburg stores in Maryland, as well as the Fredericksburg and Harrisonburg locations in Virginia are the first stores to undergo the transformation. The changes include a new color scheme and complimentary signage, new modern fitting rooms, updated fashion fixtures, an enhanced sales floor layout, as well as a more customer-friendly checkout area.

“The redesign of these locations allows us to offer our customers the best possible shopping experience throughout the entire store while maintaining our commitment to offering the best brands at the lowest prices,” said Paul Gabriel, President, Rugged Wearhouse. “We are excited about the changes to come.”

*About Rugged Wearhouse:*

*Rugged Wearhouse, Inc. is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia, with locations in nine (9) states across the Eastern region. Affiliate Gabriel Brothers operates retail stores in six (6) states across the Mid-Atlantic and Northeastern regions of the United States. For more information, visit [www.ruggedwearhouse.com](http://www.ruggedwearhouse.com).*

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