

**RUGGED WEARHOUSE IS PLEASED TO ANNOUNCE THE  
GRAND OPENING OF ITS FIRST PENNSYLVANIA STORE LOCATED IN CHAMBERSBURG**

Morgantown, WV, February 6, 2008 - Rugged Wearhouse announces that it will celebrate the Grand Opening of its Chambersburg, Pennsylvania, store on Thursday, February 14, 2008. The brand new store is located in the Lincoln Way East Shopping Center in Chambersburg and will feature the traditional Rugged Wearhouse look and merchandise.

Rugged Wearhouse offers a broad product mix of prominent brand-name merchandise at deeply discounted prices. Each Rugged Wearhouse store brings a rich selection of contemporary family merchandise, with incredible values for the entire family. A typical Rugged Wearhouse store spans twelve thousand (12,000) square feet of selling space. Additionally, the Chambersburg Rugged Wearhouse Store will bring approximately forty (40) new jobs to the area.

"We are very excited about coming to the Chambersburg market, and are looking forward to becoming a part of the community" explains Paul Gabriel, President of Rugged Wearhouse.

Richard Pesce, Sr. Vice President of Store Operations notes "We know that the people of Chambersburg will be elated with what they find in our Rugged Wearhouse stores." Mr. Pesce further comments "Our customers come back for the always unbelievably low prices on a broad selection of merchandise. We offer the warmth and selection of a specialty retail store environment at incredible value."

Rugged Wearhouse opened its first retail store in 1996 in Frederick, Maryland. In the twelve (12) years since opening the Fredrick, MD, store Rugged Wearhouse has grown tremendously. Currently, Rugged Wearhouse operates seventy one (71) stores in nine (9) other states.

Mr. Gabriel describes "The Chambersburg Rugged Wearhouse store will hold a place of distinction in the history of our company as our first Rugged Wearhouse store in the state of Pennsylvania." Affiliate to Rugged Wearhouse, Gabriel Brothers, Inc., currently operates twelve (12) stores throughout the state of Pennsylvania. According to Mr. Gabriel, "Rugged Wearhouse will continue to look for opportunities to grow in Pennsylvania."

Rugged Wearhouse will celebrate its Chambersburg Grand Opening at 7 AM on Thursday, February 14, 2008. The first one hundred (100) guests will receive a free Rugged Wearhouse t-shirt. Customers are encouraged to visit the store on Grand Opening Day to enter the Rugged Wearhouse Dress-for-Less Challenge for a chance to win a one hundred dollar (\$100) gift card.

Rugged Wearhouse, Inc., is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia. Affiliate Gabriel Brothers operates retail stores in six (6) states across the Mid-Atlantic and Northeastern regions of the United States. Check the company websites for additional information at [www.ruggedwearhouse.com](http://www.ruggedwearhouse.com) and [www.gabrielbrothers.com](http://www.gabrielbrothers.com).

For further comment, contact the Rugged Wearhouse Corporate Store Operations Team via e-mail or telephone. Contact information details are available through the company website, noted above.