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**GABRIEL BROTHERS EXPANDS COMMITMENT TO CHARLESTON SHOPPERS  
WITH GRAND RE-OPENING OF KANAWHA MALL STORE**

*Gabes' Remodeled Store Offers Enhanced Shopping Experience for Area Bargain Hunters*

MORGANTWON, W.Va., March 24, 2009—After a year of construction, legions of Gabriel Brothers' loyal customers showed up today to help celebrate the retailer's Grand Re-Opening in Charleston, W. Va. Bargain-hunters arrived when the doors opened at 7 a.m. and were delighted to discover the same great bargains on name brand merchandise in the newly remodeled store in the Kanawha Mall.

According to Senior Vice President of Store Operations Richard Pesce, Gabes, an anchor store at Kanawha Mall for 15 years, is affirming its commitment to Charleston with the culmination of a remodeling program that will create an enhanced shopping experience for devoted customers.

“We are excited to be celebrating this event at our Kanawha store,” said Mr. Pesce. “We have been a part of this community for 15 years, and while many retailers are cutting back during these tough economic times, Gabes is expanding its commitment to the community with in-store improvements to enhance their shopping experience, and we'll absolutely continue to offer our tremendous selection of brand products at dramatically discounted prices.”

Crowds of people showed up when the doors opened early this morning, and hundreds of shoppers are estimated to have visited the store throughout the day. The changes at Gabes' Kanawha store included an expanded infant and toddler department, an entirely new furniture department, new fitting rooms and customer service areas and a dramatically revised store design with new fixtures, improved lighting and a customer-friendly layout.

According to Mr. Pesce the Kanawha Grand Re-Opening transcends the company's plan to sell top merchandise at greatly reduced prices. “We offer area shoppers much more than great deals. Gabes is committed to working together with the communities we serve to get through these tough economic times. We are absolutely delighted to be able to offer employment opportunities, while helping our neighbors stretch their budgets with the very best prices on wide selections of apparel, footwear, accessories and fashions for the home.”

Gabriel Brothers offers an extraordinary value proposition for its customers, which has positioned the company on an accelerated growth curve. The retailer offers a broad product mix of the very latest and top quality brand name products, and while many other retailers are reducing inventories and cancelling orders, Gabes receives new deliveries and fresh merchandise daily from increased selections.

“Our rapidly expanding customer base reflects our offerings of quality products at deep discounts,” Mr. Pesce added. “We treat our loyal shoppers like we would want to be treated, from great deals to a bright, newly remodeled store. Our message to Charleston is that Gabes is here to stay.”

*About Gabriel Brothers:*

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

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