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**GABRIEL BROTHERS' GROWTH STRATEGY TARGETS LARGER STORES AND  
EXPANDED PRODUCT OFFERINGS**

*--Company to Focus on 50,000 Sq. Ft. Prototype Stores and Larger--*

**MORGANTOWN, W. Va.** – June 24, 2009 – As part of its unprecedented growth, Gabriel Brothers will focus its efforts on building larger prototype stores in the 50,000 sq. ft. range and above. The company currently serves the Harrisburg area with new prototype stores located in Harrisburg and York, which have proven successful in their ability to offer additional lines and expanded departments. As part of its growth strategy, the company will not renew the lease of its Mechanicsburg, Pa location, at 37,000 sq. ft., the smallest of the three stores, located only 12 miles from its Harrisburg location.

"Because of our record growth, we plan to construct larger stores that can accommodate expanded merchandise offerings to better serve our customers," said Richard Pesce, senior vice president of store operations at Gabriel Brothers. "These larger prototypes can accommodate wider assortments, expanded children's, infants and toddler departments, as well as larger furniture departments, promotional areas, and other selections of commodity items at exceptional values for which we are known."

The company completed five remodeled stores in 2008, with three to five stores scheduled to be expanded and modernized this year. The company operates 102 stores through its Gabriel Brothers and Rugged Wearhouse chains in 11 states, employing 3,200 associates. Three distribution centers service the retail stores.

Gabriel Brothers will offer all employees at Mechanicsburg positions at other locations. Final clearance sales at the store will begin on varying schedules within the next several weeks.

Because consumers continue to find the brands and fashions they want at great value during these economic times, Gabriel Brothers reports positive sales and earnings through May 2009.

***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, be sure to visit the companies' websites at [www.gabrielbrothers.com](http://www.gabrielbrothers.com) and [www.ruggedwearhouse.com](http://www.ruggedwearhouse.com).*

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