



## FOR IMMEDIATE RELEASE

CONTACT: Frank Marmion  
GatesmanMarmionDrake+Dave, Inc.  
412-381-5400 x104  
fmarmion@gmddadvertising.com

Shannon Baker  
GatesmanMarmionDrake+Dave, Inc.  
412-381-5400 x107  
sbaker@gmddadvertising.com

### RUGGED WEARHOUSE THANKS ITS CHARLOTTESVILLE CUSTOMERS

**Charlottesville, Va.** – January 20, 2011 – As part of its continued growth strategy, Rugged Wearhouse, Inc., is focusing its efforts on its traditional mid-sized stores (approximately 12,000 square feet) carrying an always fresh, always trendy mix of juniors, missy, lingerie, young men’s, men’s, and children’s apparel, as well as footwear and accessories – at exceptionally low price points. The company currently operates 10 stores in Virginia under this traditional store model. Unfortunately, however, Rugged Wearhouse will be closing the Charlottesville store located in the Rio Hill Shopping Center, because at 21,000 square feet, the location no longer fits within the company’s strategic direction.

“We want to thank our Charlottesville customers for their many years of loyalty. While the decision to close a store is never an easy one, we are confident that by focusing on our traditional off-price concept, we can continue to offer the exceptional brands and low prices that our customers have come to expect,” said Tom Taylor, Vice President of Store Operations for Rugged Wearhouse, Inc. Taylor added, “I am pleased to report that many Charlottesville associates have accepted the opportunity to remain with Rugged Wearhouse in other locations.”

Richard Pesce, Senior Vice President of Operations added, “It is unfortunate that for the time being we will be leaving the Charlottesville market and our hope is that we are able to find a new facility compatible with our traditional store model enabling our return. In the meantime, we welcome our Charlottesville customers at any of our area stores.”

Final clearance sales at the Charlottesville store are underway. The store will officially close its doors on January 22, 2011. Customers with existing gift cards are reminded that gift cards are redeemable at any of the 63 Rugged Wearhouse locations or they may call 1-800-458-6546 ext. 213 with any questions about refunds.

In 2010, the company expanded by opening three new stores and remodeling four additional locations. Currently, Rugged Wearhouse operates 63 stores and continues to look for new locations that align with its growth strategy.

#### *About Rugged Wearhouse, Inc.:*

*Rugged Wearhouse, Inc. is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia, with 63 locations in nine (9) states across the Eastern region of the United States. For a complete listing of Rugged Wearhouse locations, or to search for a location by zip code, please visit [http://www.ruggedwearhouse.com/store\\_locator.php](http://www.ruggedwearhouse.com/store_locator.php).*

###