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**RUGGED WEARHOUSE OFFERS SHOPPERS ‘NEVER BEFORE, NEVER AGAIN’ SAVINGS  
THIS WEEKEND**

*Off-Price Retailer to Host Store Wide Event for All Georgia Locations*

MORGANTOWN, W.Va. –July 27, 2010– Rugged Wearhouse, Inc., a privately owned and operated off-price retail company, will hold a store wide event at all Georgia locations giving shoppers 10 percent off their entire purchase, the weekend of Friday, July 30 through Sunday, August 1.

The promotion will offer shoppers the absolute low price on every item in the store. Rugged Wearhouse has never before offered shoppers this kind of savings. A 10 percent discount off the entire purchase will be taken off at the register.

“We are excited to offer unheard of savings to our customers during the back-to-school shopping season,” said Tom Taylor, VP of Stores for Rugged Wearhouse, Inc. “Rugged Wearhouse is committed to the communities where our Georgia stores are located and will continue to provide the best fashion and the very best prices on a wide selection of brand name apparel, footwear and accessories.”

Rugged Wearhouse offers an extraordinary value proposition with a broad product mix of the very latest and top quality brand name products for Juniors, Missy, Lingerie, Men’s, Kid’s, Shoes, and Accessories. While many other retailers are reducing inventories and cancelling orders, Rugged Wearhouse receives new deliveries and fresh merchandise daily.

*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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