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**RUGGED WEARHOUSE VOTED BEST MEN'S, WOMEN'S AND BARGAIN
CLOTHING STORE**

Off-Price Retailer Honored by University of Maryland's Diamondback Reader's Choice Awards

MORGANTOWN, W.Va. –January 30, 2010– Rugged Wearhouse, Inc., an affiliate company of the Gabriel Brothers' off-price retail chain, was recently honored in three categories by the University of Maryland's *Diamondback* Reader's Choice Awards.

The *Diamondback* is a student-run daily newspaper with outreach to more than 46,000 students, faculty and staff throughout the College Park area. Several thousand votes were cast to make Rugged Wearhouse the winner in the Best Women's Clothing, Best Men's Clothing and Best Bargains of all Businesses in and Around Campus categories.

"We're delighted to be recognized with three Reader's Choice Awards from the University of Maryland," said Tom Taylor, Vice President of Stores for Rugged Wearhouse, Inc. "Rugged Wearhouse is committed to the College Park community, and especially to those who are on a budget. We 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, Young Men's, 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.

The College Park store is located in the College Park Shopping Plaza on 7326 Baltimore Avenue, College Park, Md., 20740.

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 South 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 or www.ruggedwearhouse.com.

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