

FOR IMMEDIATE RELEASE

CONTACT:

Shannon Baker

GatesmanMarmion+Dave, Inc.

412-381-5400 x 107

sbaker@gatesmanmarmiondave.com



**FOR THE FIRST TIME EVER, SELECT RUGGED WEARHOUSE STORES TO
OPEN ON THANKSGIVING DAY**

*Five days of SuperBuys await shoppers, including door buster savings, gift card rewards
and the new Gotta Have It Gift Giveaway*

MORGANTOWN, W.Va. – Nov. 17, 2011 – Rugged Wearhouse, the off-price apparel and footwear retailer, today announced that [select stores](#) will open their doors from 6 a.m. to 1 p.m. on Thanksgiving Day to welcome shoppers as they kick off the holiday shopping season.

Customers eagerly anticipating the arrival of the best shopping day of the year will see SuperBuys beginning as early as Tuesday, November 22 with doorbuster prices throughout the weekend, and gift cards for the first 25 Rugged shoppers that make a \$25 purchase on Thursday, Friday and Saturday during the week of Thanksgiving.

“We know our customers like to get an early start on their Black Friday shopping, and over the years we’ve had many requests to open on Thanksgiving,” said Richard Pesce, Senior Vice President of Store Operations. “Thanks to our associates we’re able to provide even more hours to save and offer more savings than ever.”

New for this holiday season is the Gotta Have It Gift Giveaway, where shoppers have a chance to win one of 350 of the season’s hottest gifts including iPads, Amazon Kindles, and Garmin GPS devices. (NOTE: Apple®, Amazon®, and Garmin® trademarks, service marks, logos, product or service names are the property of their respective owners, All Rights Reserved, and are not affiliated with Rugged Wearhouse, Inc.®.)

Customers looking for additional information on holiday shopping at Rugged Wearhouse and the Gotta Have It Gift Giveaway can visit www.ruggedwearhouse.com or become a fan on Facebook at www.facebook.com/RuggedWearhouse.

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. For more information, visit www.ruggedwearhouse.com.

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