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Media Contact:
Kristin Lauver
308-255-1244
Cabela's Incorporated

Investors Contact:
Chris Gay
308-255-2905
Cabela's Incorporated

Cabela's Inc. Announces Plans for Store in Edmonton, Alberta, Canada

Store will be located in Currents of Windermere shopping development; anticipated opening in fall 2011

SIDNEY, Neb. (July 29, 2010) – Cabela's Incorporated (NYSE: CAB) announced today plans to bring the Cabela's retail experience to loyal customers in Edmonton, Alberta, Canada, and the surrounding area.

Cabela's expects to open the Edmonton store in fall of 2011. The 70,000-square-foot store will be located in the new Currents of Windermere shopping development on Windermere Boulevard, between Terwillegar Drive and Anthony Henday Drive. This store will be the second Cabela's location in Canada, joining the Winnipeg store converted from an S.I.R. Warehouse in May 2008.

Cabela's purchased S.I.R. in 2007 as a launching pad for the company's planned expansion into Canada. The S.I.R. facilities acquired through the purchase became the headquarters for Cabela's Canadian operations.

"We already have a growing, tremendously loyal customer base in Canada," said Cabela's Chief Executive Officer Tommy Millner. "Our acquisition of S.I.R. and the opening of our Winnipeg store really energized our base, so we're excited about building a store in Edmonton, which will make Cabela's even more accessible to the people of Canada, especially in Alberta."

The Edmonton building's exterior will reflect Cabela's traditional store model with log construction, stonework, wood siding and metal roofing. A large glass storefront will allow customers to view much of the store's interior as they approach the building.

The inside will highlight the company's next-generation layout, which is designed to immerse customers in the outdoor experience and includes conservation-themed wildlife displays, trophy animal mounts, a Gun Library and a Bargain Cave. The store will also feature special interactive displays unique to the World's Foremost Outfitter. Construction is expected to begin in September 2010.

Showcasing thousands of products, including hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as outdoor clothing and outdoor-themed gifts and furnishings, Cabela's is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service.

Cabela's typically attracts passionate outdoorsmen and women, who join the Cabela's family of employees known for their excellent customer service and detailed knowledge of outdoor products.

"We're looking forward to being a part of the Edmonton community and Canada's legendary culture of hunting, fishing and outdoor recreation," said Millner. "We expect to draw an exceptional local workforce made up of people who enthusiastically enjoy their sporting heritage and have expert knowledge of the outdoors."

About Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock trades on the New York Stock Exchange under the symbol "CAB."