



CELEBRATING  
**50 YEARS**  
1972-2022

Great American Outdoor Store

**Bass Pro Shops, North America's premier outdoor and conservation company, announces new Outdoor Superstore to be located in Orange County, CA**

*The Irvine Company's Alton Marketplace, one of America's premier retail destinations, will become home to one of America's Greatest Outdoor Stores!*



**IRVINE, Calif., April 29, 2022** — Bass Pro Shops, America's most popular outdoor retailer, today announced plans for a new destination retail superstore in Irvine, California.

The new 140,000-square-foot store joins the Bass Pro Shops location in Rancho Cucamonga in serving Southern California's sportsmen and women, who enjoy the world-class outdoor opportunities that have been attracting people to the area for generations.

**One of the Premier Retail Sites in the World!**

"We are tremendously excited to have the opportunity to partner with the Irvine Company to bring our next generation Outdoor World store

to Irvine. There is no stronger company to work with in the region focused on the outdoor, coastal lifestyle and conservation,” said Johnny Morris, founder of Bass Pro Shops and noted conservationist.

**Alton Marketplace sits squarely within one of the most desirable retail locations in North America. Located in the heart of Irvine near the junction of the I-5 and the I-405, more than 425,000 vehicles pass this location daily. More than 16.8 million people—nearly 5.6 million households—reside within a 60-mile radius of the store.** This highly accessible, centrally located superstore is anticipated to attract customers from throughout the region.

**The new Bass Pro Shops Outdoor World destination superstore will offer the region’s most comprehensive selection of premier outdoor gear at low prices and with industry leading, friendly, expert service.**

The new Bass Pro Shops superstore will provide customers a regionally tailored inventory and everything they need to enjoy the great outdoors. **The store will showcase industry-leading boat brands**, including TRACKER, NITRO, SUN TRACKER, REGENCY, TAHOE, MAKO and RANGER boats, built by Bass Pro’s White River Marine Group, manufacturer of America’s best-selling boats. **In effect, this gives customers the opportunity to buy boats factory direct at great savings.** In addition, the new location will display a wide assortment of new TRACKER OFF ROAD ATVs and side-by-side vehicles, America’s fastest growing brand of off-road vehicles.

More than just a fishing and hunting store, the retail destination will offer equipment and clothing for all outdoor adventures, including hiking, backpacking, wildlife viewing, camping and other related outdoor gear. A gift and nature center will feature a wide variety of outdoor-related items, from lamps and dishes to bird feeders and furniture. Men’s, ladies’ and children’s apparel sections will offer a wide assortment of brands, including RedHead, TrueTimber, ASCEND, Worldwide Sportsman, Bob Timberlake and Natural Reflections, along with popular national brands such as Columbia,

North Face, Under Armour and more for greater selection, quality and value. Bass Pro Shops' unique ability to provide the most comprehensive selection of premium outdoor gear anywhere in the world is not only a brand trademark, but also an offering well suited to the active Southern California lifestyle.

### **Immersive outdoor features**

In addition to providing customers with the outdoor products they love, the store will offer an immersive experience hand-crafted by a team of talented artists and craftsmen. The signature creativity and attention to detail are hallmarks of every project crafted by Bass Pro Shops founder Johnny Morris, who is often referred to as "The Walt Disney of the Outdoors" for his passion for creating awe-inspiring experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high-quality outdoor retail destinations that customers love. In addition to providing a fun outdoor experience indoors, Bass Pro Shops locations feature large aquariums and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of trophy fish and wildlife dioramas, and murals depicting local outdoor scenes.

### **Longstanding commitment to conservation**

Conservation, another Morris trademark and signature company value, will play an important role in the store's mission. The new location will host events throughout the year aimed at connecting new audiences – and particularly children – to the outdoors. Hands-on demonstrations and interactive activities will be offered, such as "Gone Fishing," an annual event that aims to introduce families to fishing through catch and-release ponds, casting games and free fishing seminars with the goal of creating the next generation of conservationists. More than 100,000 kids caught a fish at Bass Pro Shops events last year alone, many for the first time. The store also

will support local conservation organizations that protect wildlife and habitat.

### **Bass Pro Shops: Recognized for doing business the right way**

Bass Pro Shops celebrates the 50<sup>th</sup> anniversary of its founding in 2022. Growing from a single location in an 8-square-foot section of a Springfield, Missouri, liquor store, the company now enjoys the support of the most dedicated customer base in the outdoors. Each year, some 200 million outdoorsmen and women shop at Bass Pro Shops or Cabela’s locations across the United States and Canada.



From its first days in business, Bass Pro Shops has not only been dedicated to conservation but to doing business the right way.

This commitment has been recognized in the form of national awards from a variety of sources. In 2021, Bass Pro Shops was recognized as the most trusted outdoor retailer in the United States by Reputation.com. Forbes recognizes Bass Pro Shops as “One of America’s Best Places to Work.”

Dedication to customer value, selection, quality products and empowering conservation lie at the foundation of the company’s culture. This same blend of commitment and dedication will be on full display in the Irvine superstore when it opens in late 2022 or early 2023.

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### **About Bass Pro Shops®**

Bass Pro Shops is North America’s premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri, today the company provides customers with unmatched

offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired Cabela's to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

### **About Irvine Company Retail Properties**

Since opening its first neighborhood retail center in 1963, Irvine Company Retail Properties has created a renowned portfolio of retail destinations throughout coastal California featuring three distinguished regional centers – Fashion Island, Irvine Spectrum Center and The Market Place – and a diverse collection of more than 40 neighborhood and community centers. Irvine Company's retail destinations are noted for their exceptional locations, open-air ambience and trend-forward collection of retailers and dining experiences. For additional information, please visit [ShopIrvineCompany.com](http://ShopIrvineCompany.com).

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