



FOR IMMEDIATE RELEASE
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Newsweek Again Names Bass Pro Shops America's Best Outdoor Retailer

*Shoppers' evaluation of retailers leads to repeat recognition
as the leader in the Camping & Outdoor Industry*



Bass Pro Shops, along with its affiliated brand, Cabela's, again received recognition on Newsweek's ranking of "America's Best Retailers 2023," and is honored to be recognized as the retail leader in the Camping & Outdoor Gear industry.

Bass Pro Shops was No. 1 and Cabela's No. 2 in Newsweek's recently announced rankings, an independent survey done in conjunction with global market research and consumer data firm Statista. More than 140,000 evaluations were collected, with shoppers asked to evaluate retailers in 39 product categories to determine the best retailers.



Participants were asked about the likelihood of recommending a retailer to friends and families, and how they rated it based on factors including price, selection and overall atmosphere.

“We are very excited and humbled to be recognized by Newsweek again for our dedication in taking care of our amazing customers,” said Johnny Morris, noted conservationist and Bass Pro Shops founder. “Our passionate team of Outfitters throughout North America is committed to providing genuinely friendly service, and this prestigious award speaks to their dedication. We are proud of the unique, immersive experience we offer our communities.”

This is the latest in a string of accolades earned from Newsweek in recent years, including Bass Pro Shops and Cabela's being ranked one-two in the Camping & Outdoor Gear rankings in “America's Best Retailers 2022.”

“These businesses understand the needs and preferences of their customers and go above and beyond to meet or exceed their expectations,” Nancy Cooper, Newsweek Global Editor in Chief, said in the announcement of the 2023 rankings. “They

also have loyal and satisfied customers who trust and recommend them to others.”

Nationally recognized for excellence

The award is the latest honor in a growing list of accolades for Bass Pro Shops in recent years:

- In 2021, 2022 and 2023, Forbes named Bass Pro Shops one of **America’s Best Employers**.
- In 2021, Newsweek recognized Bass Pro Shops and Cabela’s as the top outdoor retailer for its ranking of **America’s Best Trending Online Shops**.
- In 2020, Newsweek recognized Bass Pro Shops and Cabela’s with **America’s Best-In-State Customer Service** awards in 16 states.
- Bass Pro Shops ranked as the **No. 3 Most Reputable Retailer in North America** in 2019 by Reputation.com.
- In 2019, Forbes named Bass Pro Shops as one of America’s Most Reputable Companies in recognition of the public’s trust in the organization.
- In 2018, the National Retail Federation named Bass Pro Shops as the **No. 2 Hottest Retailer in America**.

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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.

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