



Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for new store to serve Greater Pittsburgh



The Great American Outdoor Store's newest Pennsylvania location in South Fayette Township will showcase vast assortment of quality gear at great prices

SOUTH FAYETTE, Pa. (March 8, 2024) – Bass Pro Shops announced plans today for a new destination retail super store location in South Fayette Township, Pa., in the southwest suburbs of Pittsburgh.

Bass Pro Shops' newest store will be the company's third in the great state of Pennsylvania, and the first in western Pennsylvania. The 100,000 square-foot two-level Outdoor World retail destination will expand its presence and build on its reputation of serving the passionate sportsmen and women of

the region with the widest selection of quality products at the best prices around, while providing genuine, friendly expert service.

“It’s an honor to have the opportunity to serve the sportsmen and women in the Pittsburgh area, with genuine friendly, expert service and to help outfit them for adventures as they enjoy Pennsylvania’s great outdoors,” said legendary angler, noted conservationist and Bass Pro Shops founder Johnny Morris.

This new retail destination location will be part of Newbury Market, conveniently located to serve western Pennsylvania and eastern Ohio, offering the widest selection of hunting, fishing and outdoor recreation gear in the industry, with an inventory specifically tailored to the region. This retail attraction is expected to open early 2026.

“We are extremely excited to have such a great and unique retail brand join our Newbury Market development. This one-of-a-kind super retailer will differentiate our project from all others, and will catalyze other one-of-a-kind new to market concepts to join us. We are absolutely thrilled,” said Craig Cozza, of Cozza Enterprises, the developer of Newbury Market.

Like all Bass Pro Shops locations, the new store will feature a completely unique custom design. Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of western Pennsylvania, the store will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience, combining retail with entertainment, outdoor education and conservation.

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-themed and related items, including Big Cedar Home & Cabin décor and accessories. Men’s, Ladies’ and Children’s apparel sections will offer a wide assortment of brands including RedHead, TrueTimber, ASCEND, Worldwide Sportsman and Natural Reflections, along with many more popular brands for greater selection, quality and value.

Experiential Retail Destination With Immersive Outdoor Features

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who often is referred to as "The Walt Disney of the Outdoors" for his knack of creating immersive 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 a large aquarium and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of trophy fish and wildlife mounts, and murals depicting local scenes.

Bass Pro Shops' dedication to offering the widest selection of quality products at the best price and to providing genuine, friendly expert service lie at the foundation of the company's culture. Bass Pro Shops is expected to employ more than 130 "Outfitters" at its new South Fayette location, many of whom will come from the local region.

Employment information, when available, will be posted at basspro.com/careers.

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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.”

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