



FOR IMMEDIATE RELEASE

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BASS PRO SHOPS VOTED AMERICA'S BEST OUTDOOR RETAILER

North America's leading conservation and outdoor company recognized with prestigious honor after extensive nationwide survey of consumers



Newsweek has announced that Bass Pro Shops, has once again been named as the unquestioned leader in the outdoor industry.

The comprehensive, independent survey - which was conducted by the global market research and consumer data firm, Statista - focused on consumer perspective with more than 140,000 evaluations collected during a 2-month period.

Consumers were asked about the likelihood of recommending a retailer to friends and family members. In addition, participants were asked to assess a broad range of factors, including product quality, pricing, product range, staff helpfulness, convenience, parking access, cleanliness and more.

“We’re deeply honored by this recognition,” said Johnny Morris, noted conservationist and founder of Bass Pro Shops. “To be named by customers as the best retailer in our field is especially meaningful, because our total focus has always been to give consumers the best products and the best experiences in a welcoming and fun environment.”

Since its founding in 1972, Bass Pro has blazed a new trail in the retail experience for outdoor enthusiasts. As millions of families know, a trip to a Bass Pro Shops or Cabela’s is more than a retail experience; it’s an adventure, a mini-vacation, a celebration of nature and an educational and enriching outing for the entire family. People leave a Bass Pro Shops store with more than a bag of outdoor gear. They leave with a smile, a greater appreciation for nature and a dream of spending more time fishing, camping, and hiking.

Johnny Morris has never seen Bass Pro Shops as just a retailer. In his mind, the mission for Bass Pro Shops has been to encourage as many Americans as possible to get outside and experience the

great outdoors. Johnny wants every American to enjoy outdoor activities in the way he did with his father. And he wants to leverage the success of Bass Pro Shops to support conservation causes across the country. That's why, **over the past decade, the company has donated more than 10% of its earnings to support conservation.**

Other commitments by Bass Pro Shops that generate great customer loyalty and appreciation include:

1. An everyday 10% discount for members of the military, police officers, firefighters and wildlife agents.
2. A low-price guarantee based on constant monitoring of the competition.
3. The opportunity for customers to buy boats, such as TRACKER Boats, factory direct from Bass Pro Shops - the World's Largest Boat Manufacturer - offering significant savings for consumers.

Committed to conservation for over 50 years

Johnny Morris and Bass Pro Shops have spent the last 50-plus years working tirelessly alongside the customers they serve to advance our shared conservation mission.

This visionary leadership has led to the creation of an unprecedented alliance of customers, team members, industry partners and leading conservation organizations to make a significant impact in our communities and the future of the outdoors.

Expanding to serve customers across North America

Bass Pro Shops is continuing to expand in locations across the United States, to make it more convenient than ever to serve its more than 250 million annual customers and outfit them for everything they need to enjoy adventures in the great outdoors.

In recent months, destination retail locations have opened in Niles, Ohio; West Chester, Ohio; Irvine, Calif.; and Grand Prairie, Texas; with openings scheduled soon in Spring, Texas; Clifton Park, N.Y.; Odessa, Texas; Tucson, Ariz.; St. Augustine, Fla.; Pittsburgh, Pa.; Loveland, Colo.; Tyler, Texas; and Hermantown, Minn.

Millions of visitors flock to Bass Pro Shops retail stores each year to experience giant aquariums teeming with live fish, extensive wildlife mounts and dioramas, free family-friendly events and educational outdoor-focused seminars.

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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 united with 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 Newsweek as "America's Most Trusted Retailer for Outdoor Gear."

Media Contact:

Bass Pro Communications

417-873-4567

press@basspro.com