SCHEELS Announces New Retail Destinations
In Eden Prairie, Minnesota

Eden Prairie, MN – On Friday, March 3, 2017 SCHEELS announced their new location in Eden Prairie, Minnesota. Unlike a typical sporting good store or department store, the new Eden Prairie SCHEELS will be a collection of entertainment venues, specialty shops and boutiques staffed with Experts who focus on their passions. The 240,000 square foot SCHEELS Retail Shopping Adventure will showcase Minnesota’s largest selection of sports, fashion and footwear under one roof.

Eden Prairie SCHEELS will be located in Eden Prairie Center, taking over the space that was previously home to Sears. Expansion of the space will occur to build out the 240,000 square foot retail destination. The new store will open in the fall of 2019.

Modeled after SCHEELS stores in Springfield, IL; Sandy, UT; Billings, MT; and Overland Park, KS the SCHEELS in Eden Prairie will feature specialty shops ranging from technical running gear and the latest fashion, to spectacular hunting and fishing shops. The sport shoe, hiking boot, and casual footwear selection will be the largest in the region with everything for toddlers to all athletes, from serious hikers to beach goers, and from hunters to the fashion conscious. There will be a world-class golf shop, bike shop, ski shop, canoe and kayak shop, and fishing shop. The gun and hunting shops will have the largest selection of guns in Minnesota, ranging from everyday shooters to modern sporting rifles and collectible firearms.

Special attractions will include a huge 16,000 gallon aquarium, a 65-foot, 16-car, operating Ferris Wheel, photo opportunities, a wildlife mountain, shooting galleries and laser shot shooting simulators. Customers will be able to test their golf, soccer, hockey, baseball, football and basketball skills on the sport simulators. No shopping experience would be complete without tasty treats; SCHEELS’ deli and fudge shop, named Ginna’s Cafe, will serve gourmet soups and sandwiches, coffee and specialty drinks, and 24 flavors of homemade fudge, which will make the shopping adventure something unlike anything the Eden Prairie retail customer has ever experienced.

Eden Prairie SCHEELS will employ around 400 associates. SCHEELS provides the best training in retail for its career associates. The people at SCHEELS make it special and SCHEELS associates are among the highest paid in retail, with outstanding benefits. SCHEELS is an employee-owned, privately held business that owes its consistent success to its empowered associates, leaders and partners who think and make decisions for their individual store and the entire company.

The existing Eden Prairie SCHEELS store will remain open until the new store is complete.

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SCHEELS associates provide first-class customer service and are highly educated about their products so they may guide customers as they build on their hobbies, passions, and sports. SCHEELS is a 27-store operation with stores in 12 states including North Dakota, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Illinois, Utah, Kansas, and Colorado with the Johnstown, CO store opening September 2017.

Currently, Steve D. Scheel, the great grandson of SCHEELS' founder, is the company's Chairman of the Board, and great-great grandson Steve M. Scheel is Chief Executive Officer. Bill Nelson serves as President and oversees daily operations of more than 6,000 associates.

The 85 specialty shops will range from technical running gear to spectacular hunting and fishing shops. The sport shoe, hiking boot, and casual footwear selection will be the largest in the region to meet the needs from toddlers to all athletes, from serious hikers to beach goers, and from hunters to the fashion conscious. There will be a World Class golf shop, bike shop, ski shop, canoe and kayak shop. The gun and hunting shops will have a selection of guns ranging from everyday shooters to modern sporting firearms. The men's and women's fashion shops will carry the latest brands.

### SCHEELS History ###

Three acres of potatoes were the seed for the first SCHEELS store in 1902. Frederick A. Scheel, a German immigrant, used the $300 he earned from that first harvest of potatoes as the down payment on the first SCHEELS, a small hardware and general merchandise store in Sabin, Minnesota. Over the years, SCHEELS opened in surrounding communities, including downtown Fargo, ND in 1930 when Fred M. Scheel bought Swanson Hardware. Firmly planted in the hardware business, SCHEELS started adding a small selection of sporting goods to their stores in 1954. Customer interest grew, and additional sports lines were added with athletic shoes and clothing being introduced to SCHEELS' inventory in 1972. SCHEELS' first All Sports Superstore opened in Grand Forks, ND in 1989.

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