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Cabela's newest 125,000 s/f Scarborough store to open May 15th

April 23, 2008 - Retail

Cabela's, known as the world's foremost outfitter of hunting, fishing and outdoor gear, will open its newest destination retail store on May 15th.

Cabela's stores are known as premier shopping and tourism destinations, drawing visitors from the local area and from hundreds of miles away. Millions of people could visit the new store annually, making it one of the top tourist attractions in the state.

The 125,000 s/f large format destination store, Cabela's first in Maine, is located at the Gateway at Scarborough on the Haigis Pkwy., at exit 42 of the Maine Tpke.

Extraordinary in design and showcasing thousands of products from its world famous catalog, a customer's average stay at a Cabela's store has been estimated at a remarkable 3 1/2 hours.

"We are thrilled to bring Cabela's to Maine, one of the country's finest outdoor destinations," said Dennis Highby, Cabela's president and CEO. "Maine's natural resources and its many passionate outdoor enthusiasts living in the region, as well as the many tourists it attracts from out of state, make the area a perfect fit for Cabela's."

The Scarborough store will be built in Cabela's trademark style that showcases the best of the outdoors in a spectacular indoor shopping experience. Cabela's stores are known as topnotch educational and entertainment attractions. Cabela's is much more than a retail store and will provide unique attractions for every member of the family including:

- * Hundreds of animals in museum-quality dioramas, including an African scene that recreate animals in action in their native habitats;
- * Cabela's hallmark two-story Conservation Mountain, complete with running waterfalls and stream, a trout pond and wild game in their distinctive habitats;
- * A 10,700 gallon aquarium, stocked with freshwater fish, including those native to Maine;
- * Customers will be greeted outside Cabela's by an original bronze signature sculpture. The identity of the sculpture will be revealed at a special unveiling on Thursday, May 15th;
- * Other highlights include a laser shooting gallery, gun library, restaurant, general store, fly fishing shop, bargain cave and gift shop.

Store manager Daniel Witcher will hire up to 250 employees to carry on the company's tradition of legendary customer service. Cabela's employees, most of whom are expected to come from Scarborough and the surrounding area, are famous for living the outdoor lifestyle and having in-depth knowledge of outdoor products. Product offerings will include hunting, fishing, camping, hiking, boating and wildlife watching gear, as well as outdoor clothing and outdoors-styled gifts and furnishings.