



RICHMOND, VIRGINIA

Richmond, Virginia - October 25, 2006 - Bass Pro Shops has announced plans to build an outdoor superstore at the intersection of Interstate 95 and Lewistown Road in Hanover County. It will anchor a 180 acre destination retail project being developed by Holladay Properties. The store may also include their famous Islamorada Fish Company restaurant. More information about the store and date of opening will be released in the near future.

Bass Pro Shops' unique, award-winning, outdoor stores are known for combining retail with entertainment, conservation and outdoor education.

"Bass Pro Shops is a quality company that shares our values of sound conservation and management of natural resources," said Charles D. McGhee, Chairman of the Hanover County Board of Supervisors. "It will be an excellent fit with Hanover County, and we are sure this location will provide the environment that is consistent with the company's values."

"Bass Pro Shops is a dynamic outdoor retailer and we are excited to have the opportunity to work with them," said Hanover County Administrator Cecil R. 'Rhu' Harris Jr. "This destination retail opportunity will provide activities to educate the next generation about our nation's rich outdoor heritage and contribute to our local tax base. Our I-95 location is an excellent gateway in which to welcome Bass Pro visitors to Hanover County."

"We are extremely proud to be announcing our second Virginia store and look forward to becoming a part of the Hanover County community and surrounding region," stated Bass Pro Shops President Jim Hagale. "This highly visible and accessible location will enable us to better serve our many customers and all outdoor enthusiasts that visit and live in this beautiful area of the country."

Starting with just eight feet of retail space in a small store in Springfield, Missouri back in 1971, Bass Pro Shops began by offering a selection of the latest gear from the fledgling bass tournament fishing trail. Today, the name Bass Pro Shops is world renowned. Named the #1 outdoor retailer in America by Sporting Goods Business Magazine, the company has won numerous awards for its innovative store designs.

Bass Pro Shops stores are much more than just a retail store. The sights and sounds of the outdoors are brought indoors through museum-quality wildlife dioramas, huge murals and chandeliers depicting outdoor scenes, massive log and rock work, waterfalls, and other water features, and aquariums stocked with native fish species. The attention to the finest detail from wildlife tracks in the concrete, to wildlife carvings on logs and rafters is what helps add to the uniqueness of a Bass Pro Shops store.

A local theme can be felt throughout all Bass Pro Shops stores with use of artifacts and memorabilia from the area as well as historic photos of local outdoor enthusiasts that pay tribute to the great outdoor heritage of the region. Laser galleries, climbing walls, archery ranges, NASCAR shops and more add to the family entertainment.

The store will also include an expansive boat showroom featuring a complete selection of Tracker, Nitro and Tahoe boats built by Tracker Marine Group - the world's largest manufacturer of fishing boats.

Known as a very conservation-minded company, Bass Pro Shops provides major support to national and local organizations for their conservation projects and has received more awards for their conservation efforts than any other outdoor retailer in America.

Outdoor education is also a key component to Bass Pro Shops' strong commitment to our natural resources and the sportsmen and sportswomen who enjoy them. Weekly free outdoor skills workshops are offered at all stores for kids, women, novice adults and families. It is also not unusual to see various groups, including Boy Scout and Girl Scout troops, as well as school and church groups, and others on field trips to Bass Pro Shops stores to learn about the great outdoors in the comfort of the great indoors of Bass Pro Shops.

More than just a fishing and hunting store, Bass Pro Shops will also offer equipment and clothing for hiking, backpacking, wildlife viewing, camping, outdoor cooking and more. A gift and nature center will also serve up a wide variety of outdoor-related items from lamps and dishes to bird feeders and furniture.

Known for their great customer service, Bass Pro Shops is expected to hire approximately 300 passionate outdoor enthusiasts from the area.

About Bass Pro Shops

Bass Pro Shops, also a major catalog and Internet retailer, is headquartered in Springfield, Missouri. They currently have 59 retail locations either open, announced or under construction 23 states and Canada.