



**Media Contact:**  
Toni French  
(502) 365-9039  
Toni.French@cabelas.com  
Cabela's Incorporated

### **Cabela's Honors Hometown Heroes November 11, 12**

Louisville, KY (November, 11 and 12, 2013) – Cabela's stores nationwide will honor the contributions of those who serve by offering employee pricing to all veterans and active duty military and reserve, law enforcement, fire, and EMS personnel on Monday, November 11, and Tuesday, November 12. The **Hometown Heroes** event will recognize the sacrifice and dedication of those who protect and serve our country and communities every day.

To participate in the **Hometown Heroes** event, veterans and active duty military, reserve, law enforcement, fire and EMS personnel should present their service identification to the **Hometown Heroes** cashier upon checkout at their local Cabela's store during the event. Upon doing so, they will receive their **Hometown Heroes** discount on virtually everything in the store. Some restrictions apply; see store for complete details.

The Louisville store is located at 5100 Norton Healthcare Blvd. Hours are 9:00am to 9:00pm.

###

### **About Cabela's Incorporated**

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock is traded on the New York Stock Exchange under the symbol "CAB".