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**Cabela's Inc. Continues Investment in Technology with Papillion, Nebraska,  
Data Center and Technology Development Center**

SIDNEY, Neb. – Cabela's Inc. plans to invest in a state-of-the-art Data and Technology Development center in Papillion, Neb., the eighth Nebraska community to host a Cabela's facility. The company, headquartered in Sidney, also has business units in Grand Island, Kearney, La Vista, Lincoln, North Platte and Oshkosh.

Included in the Papillion Business and Technology Park development are:

- A 16,000-square-foot data center, with potential expansion of an additional 7,000 square feet. Cabela's expects to invest \$10 million to \$15 million in the center, which will employ up to 20 employees.
- A Technology Development Center, up to 50,000 square-feet, with up to 100 workspaces. Initial employment is expected to be 20 to 50 employees, including programmers and other IT specialists.

The Data Center is expected to open in January, 2011. A date for construction of the Technology Development Center has not been determined.

“A key element of our strategic focus is to continuously improve every aspect of our business,” said Tommy Millner, Cabela's Chief Executive Officer. “Our investment in this world-class information-technology complex in Papillion will provide our employees with the tools and technology to affect continuous improvement across the Cabela's enterprise.”

Cabela's Data Center will provide technological support; the Technology Development Center programming and other support for the company's business operations, which include world-famous catalogs, a thriving e-commerce site and 30 retail stores in the U.S. and Canada. After looking at a number of sites around the U.S., Cabela's chose Papillion for its friendly business climate, which includes competitive public power rates and hard-working residents, as well as the prime location that offers room for expansion.

**Cabela's**

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".

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