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FOR IMMEDIATE RELEASE

Joshua Spies Art Featured on Cabela's Giftcards

Artwork by Watertown, South Dakota's international award-winning artist, Joshua Spies, will be featured on a Cabela's giftcard.

"When we saw Joshua's painting of the mule deer, we immediately thought it would make a great image for a gift card," said Colleen Dorwart, Loyalty Projects Manager for Cabela's. "What struck me was the detail. It looked like a photograph."

How did Cabela's decide to feature Spies' artwork? In researching Spies, they learned he was the epitome of a Cabela's customer. He is an outdoorsman, a conservationist, a hunter.

Between the research on Spies himself, the quality of his work and the fact that their customers relate especially well to gift cards depicting deer, Cabela's knew this would be a mutually beneficial partnership.

"We were thrilled to work with Joshua on this project," Dorwart said. "His work is just amazing."

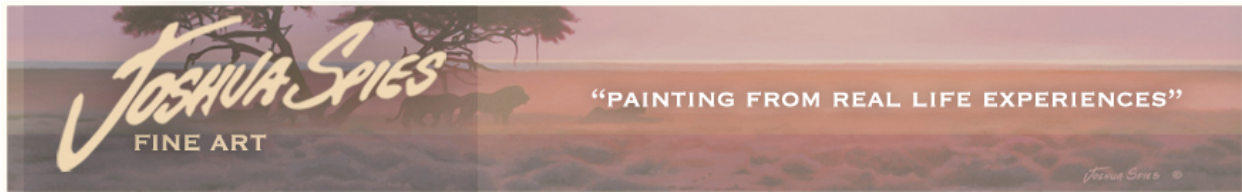
The giftcards with Spies' painting, "Mule Deer," have been distributed to all Cabela's retail locations nationally and can also be purchased through their catalog and on the Cabela's website. There is also an electronic gift card (eGiftCard) version available on their website. Cabela's sells thousands of gift cards every year.

"I'm ecstatic to be partnered with such a prominent company," Spies said. "Cabela's has such a rich history and I'm proud to now be a part of it."

The images for Cabela's gift cards are chosen in several different ways, depending on the season and finding an image that works, Dorwart said. Cabela's has used photographs, other artists' work and have even commissioned artwork specifically for their gift cards, Dorwart said.

"Joshua's "Mule Deer" image really did exceed our expectations," Dorwart said. "It truly is a work of art."

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About Joshua Spies:

Joshua Spies is an international award-winning artist from Watertown, South Dakota. He earned his fine arts degree at South Dakota State University and has traveled the world observing and photographing wildlife. Joshua has been a finalist in the Federal Duck Stamp competition five times and won the competition in 2008. The fall 2006 Wildlife Art Magazine named Joshua one of the top 16 wildlife artists, and Dallas Safari Club announced Joshua Spies as the winner of their prestigious 2007 Artist of the Year. Joshua's most recent award was being named the 2011 Safari Club International Artist of the Year. A dedicated conservationist, Joshua is a life member of the Foundation for Wild Sheep, the Rocky Mountain Elk Foundation, Pheasants Forever, Safari Club International, Ducks Unlimited, Dallas Safari Club, and ISHA. He is also a member of Grand Slam Club, Whitetails Unlimited, Mule Deer Foundation, Delta Waterfowl, and the NRA.

About 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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