



For Immediate Release

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Peterson Companies announces plans to redevelop the Betco Block Plant in Gainesville

A 79,000 SF Cabela's set to open in Spring 2017

Fairfax, Virginia, November 19, 2014 – Peterson Companies announced plans today to redevelop the Betco Block Plant near the intersection of Linton-Hall Road and Lee Highway and rezone it for a 79,000 square-foot Cabela's. Over the past 15 years, Peterson Companies has transformed the intersection of I-66 and Route 29 into the commercial and social hub of western Prince William County. This parcel is a continuation of the company's vision for Gainesville and commitment to enhancing the offerings for the community.

Expected to open in spring 2017, it will be the first Cabela's store in the Washington, DC metro area and the third in the state of Virginia. The new Cabela's is the perfect complement to the existing 1.3 million square foot Virginia Gateway which is home to some of the nation's leading retail and restaurant brands, hotel, office and a 14-screen Regal Theater.

"Virginia Gateway has always been one of our most successful retail developments and we are proud that Cabela's - the world's foremost outfitter of hunting, fishing and outdoor gear, selected us for their first Washington, DC location," said Taylor O. Chess, President of Retail, Peterson Companies.

The store is expected to employ approximately 190 people and draw shoppers from DC, Maryland, Virginia and West Virginia.

"Prince William County continues to be a significant driver of economic development and job growth in Virginia," said Corey A. Stewart, Chairman of the Prince William Board of County Supervisors. "The addition of Cabela's is precisely the type of smart redevelopment that we encourage businesses to bring forward in Prince William County."

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".

About Peterson Companies:

Peterson Companies is one of the largest privately owned real estate development companies in the Washington, DC region and offers fully-integrated development and management services for commercial, office, residential and retail real estate. The company is responsible for some of the most prominent and successful mixed-use retail, residential and office developments in Northern Virginia and Maryland including National Harbor, Virginia Gateway, Downtown Silver Spring, RIO Washingtonian, Fairfax Corner, Fair Lakes, Burke Centre and Tysons McLean Office Park. Founded by Milt Peterson over 30 years ago, the company has an extensive two million square foot development pipeline throughout the Washington, DC region. For more information about the company, please visit www.petersoncos.com.

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