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Five Below to Open First Stores in Louisville, KY

Extreme-Value Retailer Set to Open Two Stores in Louisville, Friday, March 20th

PHILADELPHIA, March 17, 2015 (GLOBE NEWSWIRE) -- Five Below (Nasdaq:FIVE), the trend-right, extreme-value retailer catering to pre-teens, teens and beyond today announced its initial entry into Kentucky with the opening of its first stores in Louisville on Friday, March 20th.

"Entering Louisville is an important next step as we continue to grow our footprint across the country," said Joel Anderson, CEO of Five Below. "We're excited to serve new customers in this dynamic city. Kids and parents looking for a fun place to shop for trend-right, high quality products at a great value will surely enjoy Five Below."

The Philadelphia-based company is one of the fastest growing retailers in the country with more than 370 stores in 22 states. It expects to cut the ribbon on approximately 70 new stores this year, on top of opening 62 stores in 2014. Catering to teens, pre-teens and their parents, Five Below carries an ever-evolving and exciting assortment of cell phone cases and chargers, remote control cars, yoga pants, graphic tees, nail polish, baseball and soccer balls, tons of candy and seasonal must-haves for Easter, Summer, Back-to-School, Christmas and more. Everything, everyday, is just \$5 and below. Its stores are a vibrant, colorful and high-energy destination.

For its Louisville grand openings on Friday March 20th, Five Below will hold a weekend-long grand opening party. The celebration includes special giveaways and deals, including their famous five-cent hot dogs served Friday and Saturday. The two approximately 7,500 square foot, Louisville stores will carry a dynamic selection of trend-right, high-quality merchandise, all priced at \$5 and below.

Five Below products are grouped into one of eight in-store worlds: *Style, Room, Sports, Tech, Crafts, Party, Candy* and *Now*. Five Below's unique assortment features leading brands such as Lego®, Wilson®, Hasbro™ and Peep®, and hot licenses from Disney® and Marvel® such as Frozen, Despicable Me, Avengers and Star Wars™. Rounding out the assortment is merchandise packed with quality and value made exclusively for Five Below.

The stores are located in Jefferson Commons (4901 Outer Loop, Louisville KY 40219); and Middletown Commons (13401 Shelbyville Road, Louisville, KY 40243).

Store hours for each location will be Monday through Saturday, 10 a.m. to 9 p.m., and Sunday from 10 a.m. to 6 p.m.

About Five Below

Five Below is a rapidly growing specialty value retailer offering a broad range of trend-right, high-quality merchandise targeted at the teen and pre-teen customer. Five Below offers a dynamic, edited assortment of exciting products in a fun and differentiated store environment, all priced at \$5 and below, including select brands and licensed merchandise across a number of category worlds: *Style, Room, Sports, Tech, Crafts, Party, Candy*, and *Now*. Five Below is headquartered in Philadelphia, Pennsylvania. For more information, visit www.fivebelow.com.

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Source: Five Below

