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## Leading Teen Retailer Five Below Opens Four Stores in Austin

*Stores to open in time for budget-friendly back-to-school shopping*

PHILADELPHIA--(BUSINESS WIRE)-- [Five Below, Inc.](#) (NASDAQ: [FIVE](#)), the leading retailer of extreme-value merchandise for teens and pre-teens, will open four stores in Austin this August, marking the company's first venture into the state of Texas. The stores, slated to open Aug. 2, are the first of more than a dozen new stores Five Below will open in Texas in 2013, and will offer high-quality, trend-right merchandise to Austin teens, pre-teens, and families, just in time for the back-to-school shopping season.

"As a city, Austin has proven to have a strong economy and dynamic personality," says Five Below CEO and co-founder, Tom Vellios. "We're confident that Five Below's fun and vibrant atmosphere will be a great complement to the community, providing value-minded customers increased access to a wide assortment of trend-right products at affordable prices."

Five Below offers a dynamic variety of first-rate merchandise at more than 275 store locations. At Five Below, shoppers can find the latest trends across a number of retail categories, including the hottest fashion accessories, sporting goods, games, hobbies and collectibles, bath and body, candy, snacks and beverages, room décor, stationery and school supplies, books, cell phone and tablet accessories, novelty and "gag" items, and seasonal merchandise, all priced \$1 to \$5. The Austin stores also will feature timely back-to-school displays when doors open this August, along with popular summer products to help shoppers enjoy the final, coveted days of summer break.

Five Below's first four Texas locations will open in:

- **Mueller Shopping Center:** 1201 Barbara Drive, Mueller, TX
- **Arboretum Crossings:** 9333 Research Blvd., Austin, TX
- **Lakeline Plaza:** 11066 Pecan Park Blvd., Cedar Park, TX
- **Market Heights Shopping Center:** 201 E. Central Texas Expressway, Harker Heights, TX

Two additional store locations in Sunset Valley Homestead (Sunset Valley, Texas) and New Braunfels Town Center at Creekside (New Braunfels, Texas) will open in November. Five Below will also open stores in Dallas-Fort Worth in September. Over time, Five Below could open up to 100 stores in the state.

The Texas expansion is part of a larger growth strategy that includes the opening of approximately 60 stores across various markets in 2013.

Five Below will kick off opening weekend with appearances from the University of Texas' Longhorns spirit team at Lakeline Plaza on Friday from 2 p.m. to 4 p.m. and at Arboretum Crossings and Mueller Shopping Center on Saturday from noon to 2 p.m. As part of the store's diverse merchandise assortment, Five Below features fan gear for major league and local sports teams, like the Longhorns, so kids and families can get ready for the upcoming season.

In addition, as part of the grand opening celebrations, each of the new Austin stores will give away a free Five Below t-shirt with any purchase to the first 300 customers on Friday, Saturday, and Sunday, Aug. 2 to 4, and one customer will win a \$100 shopping spree. Five Below will also offer five-cent hot dogs on Friday and Saturday afternoon, as well a number of other contests and giveaways.

Five Below's hours of operation are Monday through Saturday, 9:30 a.m. to 9 p.m., and Sunday, 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, all priced at \$5 and below, including select brands and licensed merchandise across a number of category worlds. Five Below is headquartered in Philadelphia. For more information, visit [www.fivebelow.com](http://www.fivebelow.com).

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