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Five Below Expands to Central Illinois with New Store in Springfield

PHILADELPHIA--(BUSINESS WIRE)-- [Five Below, Inc.](#) (NASDAQ: [FIVE](#)), the leading retailer of extreme-value merchandise for teens and pre-teens, continues its 2013 expansion with the opening of its first store in Springfield, Ill. on Friday, May 17, 2013 in White Oaks Plaza. Five Below's move into Central Illinois follows the successful grand openings of nearly 20 store locations in Chicagoland over the past three years, and will introduce area shoppers to a wide assortment of trend-right, high-quality products, including an exciting line of beach, pool, and outdoor party merchandise just in time for summer break.

"Springfield offers the perfect recipe for a new Five Below store," said Tom Vellios, CEO and co-founder of Five Below. "It's a family-oriented community with a strong retail presence, particularly in White Oaks Plaza, which we will share with other successful retailers such as TJ Maxx, Kohl's, and Toys R Us. Five Below's brand-name, trend-right merchandise will add a dynamic alternative for teen and pre-teen shoppers seeking an assortment of tech, fashion, beauty, crafts, and other must-have merchandise, all priced at \$1 to \$5."

To celebrate its grand opening, Five Below's Springfield store will give away a free Five Below t-shirt with any purchase to the first 300 customers on Friday, Saturday, and Sunday of grand opening weekend, and one customer will win a \$100 shopping spree. Five Below will also offer five-cent hot dogs and a number of other contests and giveaways.

Store hours are Monday through Saturday from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 6 p.m.

On May 17, Five Below will also open new stores in Highland, Ind.; Kingston, N.Y.; Mansfield, Ohio; and Dayton, Ohio.

Five Below operates in 19 states, from New Hampshire to Georgia along the East Coast to Illinois and Missouri in the Midwest. Five Below's plan to open up to 60 new stores in 2013 will bring the number of locations to approximately 300.

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.

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