



May 3, 2016

Five Below Announces First Store Opening in Wisconsin

Pre-teen and teen brand to open new store in Racine, Wisconsin on May 6, 2016

PHILADELPHIA, PA, May 03, 2016 (GLOBE NEWSWIRE) -- Five Below (NASDAQ:FIVE) continues to move across the country. The trend-right, extreme-value brand for pre-teens, teens and beyond today announced the grand opening of their brand new store in Racine, Wisconsin on May 6, 2016. This is the first store opening in the state of Wisconsin.

"We are delighted to continue Five Below's expansion with our entry into the state of Wisconsin," said Joel Anderson, CEO of Five Below. "With our Racine store opening, we're thrilled to introduce our brand to a new community of teens and kids who are looking for a fun and affordable place to shop. They'll love all of our \$1-\$5 trend-right, high-quality products."

The Philadelphia-based company is one of the fastest growing retailers in the country with over 450 stores in 28 states. The Racine store is one of approximately 85 new Five Below stores opening in 2016, on top of 71 new stores that opened in 2015.

Catering to pre-teens, teens and beyond, Five Below carries an ever-evolving and super exciting assortment of cell phone cases and chargers, remote control cars, licensed collectibles, yoga pants, graphic tees, nail polishes, baseballs and soccer balls, tons of candy and all the seasonal gotta haves. Everything, every day, is just \$5 and below. Its stores are a vibrant, colorful and high-energy destination.

With the highly anticipated grand opening at 10 a.m. on Friday, May 6, 2016, Five Below will hold a huge weekend-long grand opening party at the brand new location. The exciting celebration will include incredible giveaways and deals, as well as their famous five-cent hot dogs served Friday and Saturday. Prior to the grand opening, Five Below encourages all customers to follow @fivebelow on their Facebook, Instagram, Twitter and other social channels to stay up-to-date on all brand happenings.

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 and licenses such as Disney®, Marvel®, Pez®, Lego®, and Crayola® among many other sought-after brands. Rounding out the assortment is merchandise packed with quality and value made exclusively for Five Below.

This store is located at Village Center, 5630 Washington Ave, Racine, Wisconsin 53406. Store hours for this 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. Select brands and licensed merchandise fall into the Five Below special 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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