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Five Below To Open First Brooklyn Store

Extreme-Value Retailer Celebrates Grand Opening, August 29, At Gateway Center

BROOKLYN, N.Y., Aug. 21, 2014 /PRNewswire/ -- The trend-right, extreme-value retail phenomenon catering to pre-teens, teens and beyond, Five Below (NASDAQ: FIVE), continues its rapid growth with the opening of its first Brooklyn location, Friday, August 29, at the Gateway Center.

The Philadelphia-based company is one of the fastest growing retailers in the country with more than 350 stores in 20 states. The 7,500-square-foot Brooklyn location will feature the company's trend-right merchandise - with everything priced at \$5 and below - grouped into one of eight store worlds: *Style, Room, Sports, Tech, Crafts, Party, Candy* and *Now*.

Catering to pre-teens, teenagers and beyond with an ever-evolving and dynamic assortment of tech, fashion, beauty, back-to-school, sporting goods and seasonal must-haves, Five Below stores are a vibrant, colorful and high-energy destination for those seeking high-quality, desirable merchandise at an incredible value.

"We've been busy surrounding the borough of Brooklyn, and now we're ready to open up right in one of its busiest sections," said Thomas Vellios, CEO and co-founder of Five Below. "This opening has added significance for me: it's a homecoming of sorts, as I grew up just a few miles from what is now Gateway Plaza. I'm proud to call Brooklyn home once again."

For its Brooklyn grand opening, Five Below will offer five-cent hot dogs served Friday and Saturday, and the first 100 people in line Friday will receive a mystery ticket worth up to "100 Five Below Bucks." One lucky winner will receive a \$100 shopping spree.

The Brooklyn store will debut with a focus on fall fashion (lace-up canvas sneakers, leggings, head wraps), back-to-school items (backpacks, organizational and decor products), and licensed merchandise (t-shirts, nail sets, posters, party items, pens/pencils, etc.) from the animated motion picture *Frozen*.

Five Below made its debut in New York City four years ago with the opening of its first location in Staten Island. The company opened its second location in Staten Island in May, and opened its first Queens location in Long Island City earlier this summer. The company plans to open additional stores in Brooklyn in the next few years.

The new Gateway Center store, located just off the Belt Parkway near Spring Creek Park in Brooklyn, will be open Monday through Saturday, 10 a.m. to 9 p.m., and Sunday from 11 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. For more information, visit www.fivebelow.com.

SOURCE Five Below

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