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City of Bristol, Virginia

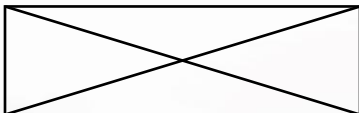
RE: Bristol, VA Cabela's Store

Drew:

As requested, this letter is to confirm that the Bristol Store as currently designed will contain 82,003 gross square feet of interior building space, including approximately 5,000 square feet on a second level (initially used for stockrooms). In addition, there will be approximately 10,000 square feet of outdoor PowerSports display area for boats and wildlife management products; these areas have been expanded from their typical size in Bristol due to the great visibility of this site. The Bristol store will be Cabela's updated and more efficient "next-generation" layout; as stated by Tommy Millner, Cabela's Chief Executive Office in July, 2014, as of the end of the second quarter of this year, these new format stores were outperforming the old larger "legacy" stores by 45%--55% in sales per square foot on a rolling four quarter basis.

The building's exterior will reflect Cabela's popular store model with log construction, stonework, wood siding and metal roofing. A large glass storefront will allow customers to view much of the store's interior as they approach. The interior will be designed to surround customers and create an outdoor-like experience; the store will feature a large mountain replica and museum-quality wildlife displays. In addition to thousands of quality outdoor products, including hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as clothing and outdoor-themed gifts and furnishings, the store will include an indoor archery range and archery tech room, a built in aquarium, a gun library, bargain cave and fudge shop. Additionally, the store will host educational seminars and demonstrations throughout the year offering tips and insight on outdoor products and activities.

Steven Krajewski



Director of Real Estate
Cabela's, Inc.