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**GABRIEL BROTHERS EXPANDS COMMITMENT TO BELLE VERNON SHOPPERS  
WITH GRAND RE-OPENING OF BELLE VERNON STORE WEDNESDAY, FEBRUARY 17**  
*Gabes' Remodeled Store Offers Enhanced Shopping Experience for Area Bargain Hunters*

MORGANTOWN, W.Va. – February 15, 2010— Gabes' legions of loyal customers in the Belle Vernon area will be delighted to discover the same great bargains on name brand merchandise in its newly remodeled store in Belle Vernon. Celebrating its Grand Re-Opening on Wednesday, February 17, Gabes will open its doors to area bargain hunters at 7 a.m., marking the retailer's expanded commitment to the Belle Vernon area. Gabes will celebrate the Grand Re-Opening with special buys, clowns, special appearances, giveaways and entertainment for the entire family.

According to Senior Vice President of Store Operations Richard Pesce, Gabes, an anchor store in Belle Vernon for more than 20 years, is affirming its commitment to Belle Vernon with the culmination of a remodeling program that will create an enhanced shopping experience for devoted customers.

"We are excited to be celebrating this event Wednesday at our Belle Vernon store," said Mr. Pesce. "We have been a part of this community for more than 20 years, and while many retailers are cutting back during these tough economic times, Gabes is expanding its commitment to the community with in-store improvements to enhance their shopping experience. Gabes will continue to offer its tremendous selection of name brand products at dramatically discounted prices."

Major changes at Gabes' Belle Vernon store include an expanded juniors, men's, footwear and domestic departments, as well as a new front entrance. In addition to the expanded departments, loyal customers will also enjoy a total visual overhaul of the store which includes higher clothing display walls, less square footage, newly painted walls and updated dressing rooms.

According to Art Gabriel, Sr. the Belle Vernon Grand Re-Opening transcends the company's plan to sell top merchandise at greatly reduced prices. "Gabes has been part of this community for many years," said Mr. Gabriel. "We offer area shoppers much more than great deals. Gabes, just like other members of the community, is committed to working together to get through these tough economic times. We are absolutely delighted to be able to offer employment opportunities, while helping our neighbors stretch their budgets with the very best prices on wide selections of branded apparel, footwear, accessories and fashions for the home."

Gabriel Brothers offers an extraordinary value proposition for its customers, which has positioned the company on an accelerated growth curve. The retailer offers a broad product mix of the very latest and top quality brand name products, and while many other retailers are reducing inventories and cancelling orders, Gabes receives new deliveries and fresh merchandise daily from increased selections.

"Our rapidly expanding customer base reflects our offerings of quality products at deep discounts," Mr. Pesce added. "We treat our loyal shoppers like we would want to be treated, from great deals to a bright, newly remodeled store. Our message to Belle Vernon is that Gabes is here to serve."

*About Gabriel Brothers:*

*Gabriel Brothers is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia, with locations in six (6) states across the Mid-Atlantic and Northeastern regions. Affiliate Rugged Wearhouse operates retail stores in nine (9) states across the South Eastern region of the United States. For more information, visit [www.gabrielbrothers.com](http://www.gabrielbrothers.com) or [www.ruggedwarehouse.com](http://www.ruggedwarehouse.com).*

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