



FOR IMMEDIATE RELEASE

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**FOR THE FIRST TIME EVER, GABRIEL BROTHERS STORES TO OPEN ON
THANKSGIVING DAY**

*Five days of SuperBuys await shoppers, including door buster savings, gift card rewards
and the Great \$100,000 Gift Card Giveaway*

MORGANTOWN, W.Va. – Nov. 18, 2011 – Gabriel Brothers, the privately owned and operated off-price retailer, today announced that all locations will open their doors from 6 a.m. to 1 p.m. on Thanksgiving Day to welcome shoppers as they kick off the holiday shopping season.

Customers eagerly anticipating the arrival of the best shopping day of the year will see Doorbuster Buys beginning as early as Tuesday, November 22 featuring hundreds of items priced \$15 and under in every department, and gift cards for the first 50 Gabriel Brothers shoppers that make a \$50 purchase will run Thursday through Saturday during the week of Thanksgiving. On Thanksgiving Day, 25 of the season's most in-demand toys will be featured, along with other special doorbusters and giveaways, and on Black Friday doors will open again to shoppers at 5 a.m.

“We know our customers like to get an early start on their Black Friday shopping, and over the years we’ve had many requests to open on Thanksgiving,” said Richard Pesce, Senior Vice President of Store Operations. “Thanks to our associates we’re able to provide even more hours to save and offer more savings than ever.”

In addition to an expanded holiday offering and the best prices during the week leading up to Black Friday, Gabriel Brothers is hosting The Great \$100,000 Gift Card Giveaway in celebration of their 50th Anniversary. Gabriel Brothers is giving away 20 gift cards weekly valued at \$200 until December 31, 2011. Entry information and contest rules are available at any Gabriel Brothers store. Winners are notified weekly.

Customers looking for additional information on holiday shopping, store hours and the Great \$100,000 Gift Card Giveaway can visit www.gabrielbrothers.com or become a fan on Facebook at www.facebook.com/GabrielBrothers.

About Gabriel Brothers, Inc.:

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 Eastern region of the United States. For more information, be sure to visit the companies' websites at www.gabrielbrothers.com and www.ruggedwearhouse.com.