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### **GABRIEL BROTHERS EXPANDS COMMITMENT TO SHOPPERS WITH GRAND RE-OPENING OF WICKLIFFE STORE**

*Gabes' Remodeled Store Offers Enhanced Shopping Experience for Area Bargain Hunters*

WICKLIFFE, Oh. - September 23, 2009 -- Gabriel Brothers, Inc. has renovated its Wickliffe store and is inviting loyal customers to help celebrate the retailer's recent transformation at its Grand Re-Opening on Thursday, September 24. Doors will open at 7 a.m. for bargain-hunters to enjoy special doorbusters, promotions and giveaways.

"The Wickliffe store is especially important to us as it was one of the original stores in Northern Ohio, and its place in the history and heritage of the company is notable," said Arthur Gabriel Senior, President of Gabriel Brothers, Inc. "As a member of this community, this renovation project enabled us to give back to the wonderful people of Northern Ohio in recognition of their years of loyalty to our company."

The changes to the Gabes' Wickliffe store include a dramatically new store design with new fixtures, improved lighting and a more customer-friendly layout. Customers will also notice elevated merchandising displays and the relocation of the footwear, housewares and men's departments. Additionally, the store will continue to bolster its product offerings with the daily influx of new brand name merchandise.

"While many retailers are cutting back during these tough economic times, Gabes is expanding with in-store improvements to enhance the customer's shopping experience," said Richard Pesce, Senior Vice President of Store Operations. "We're excited to celebrate this event after being a part of the Wickliffe community for over 10 years, and will continue to offer our loyal shoppers a tremendous selection of brand products at dramatically discounted prices."

Gabriel Brothers, Inc. offers an extraordinary value proposition for its customers, which has positioned the company on an accelerated growth curve. The off-price 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. According to Mr. Pesce, the Wickliffe Grand Re-Opening transcends the company's plan to sell top merchandise at greatly reduced prices.

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“Gabes is committed to working with the communities it serves to get through this difficult economic landscape. We help our neighbors stretch their budgets on the very best prices and wide selections of brand name apparel, footwear, accessories and fashions for the home,” said Pesce. “Our rapidly expanding customer base reflects our offerings of quality products at deep discounts. Our message to Wickliffe is that Gabes is here to serve.”

*About Gabriel Brothers:*

*Gabriel Brothers, Inc. 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, visit [www.gabrielbrothers.com](http://www.gabrielbrothers.com) or [www.ruggedwarehouse.com](http://www.ruggedwarehouse.com).*

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