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Gander Mountain to Open New Store in Roanoke

Now Hiring for Various Positions

Roanoke, Virginia, February 12, 2008 – Gander Mountain, the nation's largest retail network of stores for hunting, fishing, camping, marine, and outdoor lifestyle products and services, will be opening a store in Roanoke on May 2. The store is located at 8195 Gander Way.

The 65,000 square foot Roanoke, Virginia, store features innovative outdoor products including: firearms, equipment for hunting, fishing, and archery, a variety of apparel and footwear, camping equipment and gifts. Canoes and kayaks will be displayed inside and outside the store.

The store will offer a full range of services including: an on-site gunsmith, an archery lane and full-service archery shop, line winding, and a staff of associates with a wealth of knowledge about the outdoor products they provide.

The Gander Mountain brand has a 48-year heritage of strong appeal and relevance to consumers who participate in the outdoor sports and recreational activities. If you love the outdoors, you may be the kind of person Gander Mountain is looking to hire. Gander Mountain seeks to employ associates with knowledge of the outdoors and a passion to help others get the most of their time spent on the water or in the field. If interested in employment at Gander Mountain, go to www.gandermountain.com to apply for full-time or part-time positions in management, sales and support. Gander Mountain offers great benefits including a discount on products that it offers.

About Gander Mountain Company

Gander Mountain Company (Nasdaq: GMTN), headquartered in Saint Paul, Minnesota, is the nation's largest retail network of stores for hunting, fishing, boats, camping, marine, and outdoor lifestyle products and services. Since 1960, the Gander Mountain brand has offered an expanding assortment of competitively priced outdoor equipment, technical apparel and footwear, as well as gunsmith, archery, ATV and marine services. The stores feature national, regional and local brands as well as the company's own brands. Focused on a "We Live Outdoors®" culture, Gander Mountain dedicates itself to creating outdoor memories. There are currently 113 Gander Mountain outdoor lifestyle stores in 23 states. For the nearest store location call 800-282-5993 or visit www.gandermountain.com

Cautionary Note Regarding Forward-Looking Statements

Any statements in this release that are not historical or current facts are forward-looking statements. All forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. Certain of these risks and uncertainties are described in the "Risks and Factors Affecting Current and Future Results" section of the company's Annual Report on Form 10-K for fiscal 2006 and other required reports, as filed with the SEC, and are available at: www.gandermountain.com and at the SEC's website at www.sec.gov