

five BELOW

Five Below Announces Opening Of Market Street Store In Philadelphia

October 20, 2017

PHILADELPHIA, Oct. 20, 2017 /PRNewswire/ -- Five Below (NASDAQ: [FIVE](#)) the trend-right, extreme-value retailer for tweens, teens and beyond, is excited to announce the grand opening of its brand new 701 Market Street store in Philadelphia, PA on Friday, October 27, 2017. The Market Street store is one of 62 Five Below stores in the company's home state of Pennsylvania. The store is also one of approximately 100 Five Below stores opening in 2017 that offers a new, refreshed store experience.

"We are thrilled to open a new Market Street store in our hometown of Philadelphia," said Joel Anderson, CEO of Five Below. "The store is located in the historic Lit Brothers building, which in early 2018, will also house our new home office. The store features two floors of the newest, coolest stuff that Philly and visiting families will love. Plus, we're opening just in time for the holidays, with the latest must-have gifts and stocking stuffers for just \$5 and below."

Anderson continued, "It has been an incredible year for Five Below. We recently hit a significant company milestone by opening our 600th store. We also celebrated our 5th year as a public company and our 15th year as a brand. We love introducing more and more customers to our amazing shopping experience where they can let go and have fun."

Catering to tweens and teens, yet with universal appeal across a broad demographic, Five Below stores are a vibrant, colorful and high-energy destination. Five Below carries an ever-evolving and super exciting assortment of the latest hot trends including cell phone cases and chargers, remote control cars, licensed collectibles, yoga pants, graphic tees, nail polishes, footballs and basketballs, tons of candy and all the seasonal "gotta haves." Five Below's unique assortment combines value and quality and includes leading brands such as Disney®, Marvel®, Pez®, Lego®, and Crayola®. Everything, every day, is just \$5 and below.

Following the highly anticipated grand opening at 9 a.m. on Friday, October 27, 2017, Five Below will hold a weekend-long party at the brand-new location. On Friday, customers who are the first 100 in line will receive a mystery ticket with a chance to win a gift card worth up to \$100 and a free tote. Between 10 a.m. and 12 noon, customers can enter the Power 99 last chance powerhouse ticket raid. Other weekend activities include:

- Saturday the 28th from 12 noon until 2 p.m.: Customers have a chance to win Q102 Jingle Ball tickets and a spot in the money machine to grab cash.
- Sunday the 29th from 10 a.m. to 12 noon: Radio 104.5 will be appearing for a Studio Sessions Volume 9 CD drop. The first 104 listeners who bring a canned food donation to benefit Philabundance will receive a copy of the CD and a chance to win concert tickets.

The Market Street store is located at 701 Market Street, Philadelphia, PA 19106. Store hours for this location will be Monday through Saturday, 9 a.m. to 8 p.m., and Sunday from 10 a.m. to 7 p.m.

About Five Below

Five Below is a leading high-growth value retailer offering trend-right, high-quality products loved by tweens, teens and beyond. We know life is way better when you're free to "let go & have fun" in an amazing experience filled with unlimited possibilities. We make it easy to say YES! to the newest, coolest stuff because everything is just \$5 and below across awesome Five Below worlds: Style, Room, Sports, Tech, Create, Party, Candy and Now. Founded in 2002 and headquartered in Philadelphia, Pennsylvania, Five Below today has over 600 stores in 32 states. For more information, please visit www.fivebelow.com and a store!

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