

Financial Tear Sheet
 Corporate Profile

Gander Mountain Company operates the nation's largest retail network of stores specializing in hunting, fishing, camping, marine and outdoor lifestyle products and services.

As of January 31, 2009, we have expanded our store base to 118 conveniently located Gander Mountain outdoor lifestyle stores, including three outlet centers, providing approximately 6.6 million square feet of retail space in 23 states: Alabama, Arkansas, Colorado, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Minnesota, Mississippi, New York, North Carolina, North Dakota, Ohio, Pennsylvania, Tennessee, Texas, Virginia, West Virginia and Wisconsin. We opened our newest store in March 2009, which we anticipate will be our only new store in fiscal 2009 as we focus on growing our direct marketing business and continuing to improve the profitability of our retail operations.

Since its origin in 1960, our brand name has developed a strong appeal and relevance to consumers who participate in outdoor sports and recreation activities. Our customers value our "We Live Outdoors®" culture and theme. Our core strategy is to provide our target customers with a unique and broad assortment of outdoor equipment, accessories, related technical apparel and footwear; expert services; convenient locations; and value pricing. Our stores feature an extensive selection of leading national and regional brands as well as our company's owned brands. We tailor our merchandise assortments to take advantage of our customers' seasonal and regional or local preferences. We seek to combine this broad product offering with superior customer service based on our store associates' extensive product knowledge and outdoor-related experience.

Nearly all of our stores have a Gander Mountain Lodge, which is an in-store meeting room available for public use, where we provide hunter safety classes, outdoor-skills seminars and other community-focused activities.

On December 6, 2007, we acquired Overton's, Inc., a leading internet and catalog marketing company targeting recreational boaters and water sports enthusiasts. Overton's product line is extensive, ranging from water skis, wakeboards and apparel to electronics, boat covers, boat seats and other marine accessories. Overton's products are sold under two principal brands, Overton's and Consumers Marine, through a multi-channel approach that includes catalogs, websites (www.Overtons.com and www.Consumersmarine.com) and two retail showrooms. Overton's is a wholly-owned subsidiary of Gander Mountain headquartered in Greenville, North Carolina. We acquired Overton's for its established position in the marine accessories business but also to provide us a platform from which to develop and grow the internet and catalog retail channels for the Gander Mountain product categories.

In August 2008, we launched a new internet and catalog operation under our Gander Mountain brand offering an initial assortment of the products available in our retail stores. We intend to expand our product assortment and continue to grow this component of our direct business as we seek to build market share in an internet and catalog market.

We completed our initial public offering in April 2004 and our common stock is traded on the Nasdaq Global Market under the symbol "GMTN." Our principal executive offices are located at 180 East Fifth Street, Suite 1300, Saint Paul, Minnesota 55101, and our general telephone number is (651) 325-4300.

Primary IR Contact

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Stock Performance

GMTN (Common Stock)	
Exchange	NASDAQ (US Dollar)
Price	\$4.98
Change (%)	▲ 0.03 (0.61%)
Volume	23,977
52 Week Low	\$1.01
Market Cap	\$120,506,040
Rolling EPS	-0.50
PE Ratio	N/A
Shares Outstanding	24,198,000



Recent Headlines & Events

09/28/09 - 6:41 a.m.

[Gander Mountain Company Announces Intent to Go Private](#)

09/02/09 - 8:04 a.m.

[Gander Mountain Company to Launch a Fall Seminar Series for Women](#)

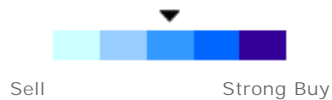
09/01/09 - 8:03 a.m.

[Gander Mountain Company Announces Second Quarter 2009 Results](#)

There are currently no events scheduled.

Analyst Estimates / Ratings

Mean Recommendation: 3.0



EPS Trend				
		Current	30 Days Ago	90 Days Ago
QTR	Oct 09	0.03	0.03	0.07
QTR	Jan 10	0.56	0.56	0.57
QTR				
QTR				
FY	Jan 10	-0.04	-0.04	0.16
FY	Jan 11	0.35	0.35	0.42

SEC Filings

Filing Date	Form	
10/14/09	SC 13E3	
10/09/09	4	
10/09/09	4	
10/09/09	4	

Corporate Governance

David C. Pratt	Chairman of the Board and Interim Chief Executive Officer
Michael J. Owens	Executive Vice President and Chief Operating Officer
Eric R. Jacobsen	Executive Vice President, General Counsel and Secretary
Mark A. Bussard	Senior Vice President, Retail Sales
Kerry D. Graskewicz	Senior Vice President, Inventory Management
Lawrence ("Casey") Ramm	Senior Vice President, Merchandising
Steven Uline	Senior Vice President, Marketing
Robert J. Vold	Senior Vice President, Chief Financial Officer and Treasurer

Ownership Summary

Shareholders				
	Holders	Value (\$MM)	% O/S	Shares
Institution	58	112.48	90.3	21,844,791
Mutual Fund	78	15.32	10.9	2,648,075
Insider *	33	404.37	330.3	79,914,397

*Insider values reflect direct beneficial ownership.

Top Holders				
	Shares Held	% O/S	Share Change	Filing Date
Pratt (David C)	10,176,255	42.1	8,395	09/27/09
Holiday Stationstores, Inc.	6,855,609	28.3	0	09/27/09
Dimensional Fund Advisors, LP	1,601,206	6.6	31,637	09/30/09

Royce & Associates, LLC	1,056,718	4.4	57,100	09/30/09
Barclays Global Investors, N.A.	343,639	1.4	12,807	09/30/09
Black Horse Capital Management LLC	203,492	0.8	115,809	09/30/09
Erickson (Ronald A)	149,055	0.6	-121,420	09/27/09
Erickson (Richard A)	144,686	0.6	0	09/27/09
Erickson (Gerald A)	130,619	0.5	0	09/27/09
Vanguard Group, Inc.	127,350	0.5	90	09/30/09

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