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**CWD REAL ESTATE INVESTMENT BRINGS CABELA'S TO GRANDVILLE**  
**Construction expected to begin in summer 2012**

**GRAND RAPIDS, Mich. (February 16, 2012)** – Grand Rapids-based [CWD Real Estate Investment](#) today announced plans to bring [Cabela's Incorporated](#), one of the world's largest sporting goods retailers, to the firm's 43-acre mixed-use development in Grandville, Mich. The new 88,000-square-foot store is expected to open in spring 2013 and add approximately 200 full and part time jobs to the local economy.

As an anchor of CWD's 386,000-square-foot development project, Cabela's will be located at the southeast corner of [44<sup>th</sup> Street and Ivanrest](#), formerly home to X-Rite Inc. headquarters. Construction is scheduled to begin in summer 2012. Represented by Earl Clements of Colliers International in West Michigan, it will be the Sydney, Neb.-based specialty retailer's second store in Michigan, joining the Dundee location.

"We are thrilled to welcome Cabela's to our community. Securing Cabela's as our second anchor will have a significant impact on our leasing efforts for the balance of the shopping center, which has already received strong interest from retailers," said Scott Wierda, managing partner of CWD, a full service boutique investment, brokerage and property management firm. "It also further solidifies the Grandville trade area as a dominant regional retail corridor and is the perfect location for the renowned outdoor recreation brand."

According to Cabela's, the store will be built in its trademark style with an exterior of log construction, stonework, wood siding and metal roofing. A large glass storefront will showcase an interior inspired by outdoor living, including conservation-themed wildlife exhibits and trophy animal mounts displayed on a mountain with a built in aquarium. The store will offer a wide range of outdoor products as well as Cabela's in-store pickup service.

"Because of the many great customers we have in the greater Grand Rapids area, we have been interested in building a store there for years," said Cabela's CEO Tommy Millner. "Michiganders are dedicated outdoorspeople, who live the Cabela's lifestyle and so many of them are loyal customers through our catalogs, website and Dundee store, we wanted to reward them with a Cabela's store of their own."

The store will also feature a boat shop, gun library, bargain cave and fudge shop.

"The City of Grandville takes great pride in providing a high quality retail opportunity to businesses and consumers in West Michigan, and we are very excited to add Cabela's to our long list of tremendous retailers," said Grandville Mayor James Buck.

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Buck added: "Congratulations to CWD Real Estate Investment for putting together a super project and a unique retail environment. Cabela's will be a great addition to the firm's development and will enhance Grandville's outstanding reputation as a West Michigan retail center."

CWD launched its re-development of the former X-Rite space in 2009, and started construction last fall. The multi-phase project will feature retail, restaurant, office and recreational space. CWD will open phase one in October 2012.

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**About CWD Real Estate Investment**

Founded in 2008 by West Michigan entrepreneurs Sam Cummings, Scott Wierda and Dan DeVos, CWD Real Estate Investment is a Grand Rapids-based real estate investment, brokerage, and property management firm. CWD has focused on re-use and re-development as a strategy for revitalization in and around the urban areas of Grand Rapids.