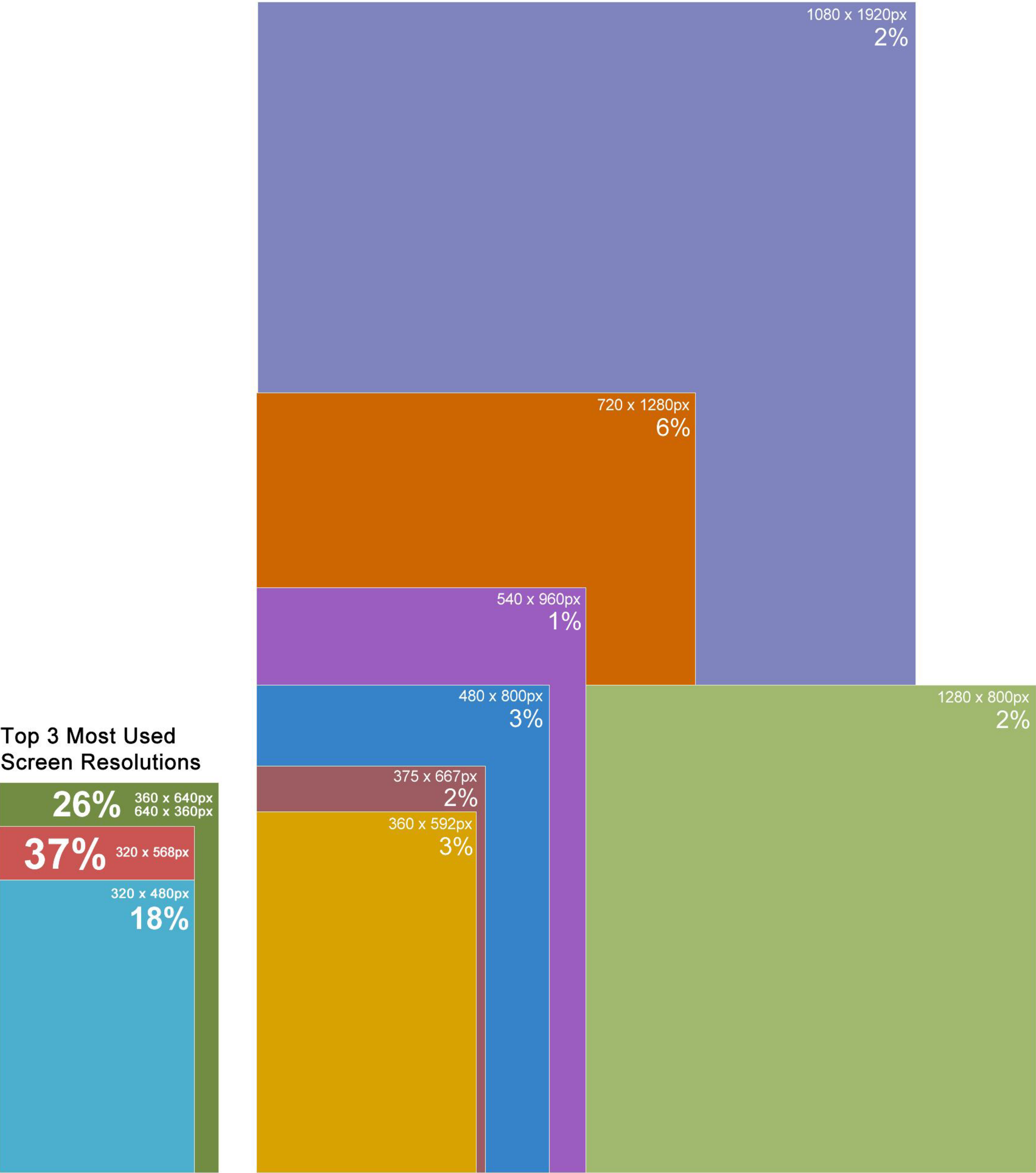


Cabelas.com Screen Resolution Analysis - Mobile*

(Reference: WebTrends Feb. 26, 2014 - Feb. 25, 2015)



*screen representations are proportionally accurate.

% of Visits	Screen Resolution (pixels)	Mobile Devices
37%	320 x 568px	iPhone 5
26%	360 x 640px	iPhone, Nokia, Amazon Fire, Samsung Galaxy, HTC
18%	320 x 480px	iPhone 3Gs, 4
6%	720 x 1280px	Droid Razr, Galaxy Note II
3%	360 x 592px	Motorola Moto, LG Nexus 5, 4
3%	480 x 800px	Samsung, Nokia, HTC, iPhone
2%	375 x 667px	iPhone 6
2%	1280 x 800px	Samsung Galaxy Note, Tab, Sony, Toshiba
2%	1080 x 1920px	iPhone 6
1%	540 x 960px	Droid 3, 4, Droid Razr, Droid Razr Maxx, iPhone