

# Academy Sports + Outdoors Continues Growth with Nine Additional New Stores Opening in Fall 2024

September 3, 2024

The nine new locations will strengthen Academy's existing footprint across eight states

KATY, Texas, Sept. 3, 2024 /PRNewswire/ -- Academy Sports + Outdoors ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, is excited to announce it will open 9 new stores in fall of 2024 in [Beckley, West Virginia](#); [Kingsport, Tennessee](#); [Bloomington, Indiana](#); [Selma, North Carolina](#); [Ft. Myers, Florida](#); [Birmingham, Alabama](#); [Springfield, Ohio](#); [Bradenton, Florida](#); and [Bulverde, Texas](#). Academy has already opened three new stores this year, with plans to open a total of 15-17 new stores in fiscal year 2024.



"Academy Sports + Outdoors is excited to continue our company growth with nine new stores this fall, making shopping with us more convenient than ever in existing markets and providing new customers with the best localized assortment of sports apparel, footwear, equipment and outdoor gear," said Eric Friederich, Senior Vice President of Retail Operations at Academy Sports + Outdoors. "Academy is looking forward to helping more active families have fun out there and become the new go-to destination for customers looking for the top brands at the lowest prices."

2024 Q3 New Store Opening Locations
<a href="#">Beckley, West Virginia</a>
<a href="#">Kingsport, Tennessee</a>
<a href="#">Bloomington, Indiana</a>
<a href="#">Selma, North Carolina</a>
<a href="#">Ft. Myers, Florida</a>
<a href="#">Birmingham, Alabama</a>
<a href="#">Springfield, Ohio</a>
<a href="#">Bradenton, Florida</a>
<a href="#">Bulverde, Texas</a>

Every Academy store is a fun destination where families can find apparel, footwear, sports and camping equipment, hunting and fishing gear, outdoor cooking, and more from top national brands at an everyday value. Academy also [offers free services](#) such as grill and bike assembly, scope mounting, bore sighting, line winding/spooling, and propane exchange. Hunting and fishing licenses are also available to purchase in stores.

Additionally, Academy offers tremendous everyday value and quality through its exclusive, private label brands such as Magellan Outdoors, Freely, R.O.W., BCG, H2OX, Redfield, and Mosaic, which include outdoor apparel and equipment, women's and men's apparel, workout attire, fishing equipment, hunting optics and accessories, and outdoor furniture, respectively.

Customers can find the best assortment of athletic and casual shoes, sports and outdoors equipment, and clothing from top national brands such as Nike, adidas, L.L.Bean, Carhartt, YETI, Stanley, Marucci, Titleist, Shimano, Brooks, Blackstone and more, both in-store, [online](#), and through the [Academy mobile app](#).

Customers are invited to sign-up for Academy's rewards program, myAcademy, which includes a 10% welcome offer, lower free shipping minimum (\$25), insider access to personalized offers, deals and products, faster online and in-app checkout, and an annual birthday reward. See [Terms](#) for more details.

Individuals interested in careers at Academy can visit [careers.academy.com](#) to apply for open positions.

## About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to 285 stores across 19 states. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label

brands. For more information, visit [www.academy.com](http://www.academy.com).

#### **Forward Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on Academy's current expectations and are not guarantees of future performance. Forward-looking statements are usually identified by or are associated with such words as "intends," "will," "plan," "believe," "expect," "may," and/or the negatives or variations of these terms or similar terminology. Actual results may differ materially from these expectations due to changes in global, regional, or local economic, business, competitive, market, regulatory and other factors, many of which are beyond Academy's control. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in Academy's filings with the U.S. Securities and Exchange Commission (the "SEC"), including Academy's Annual Report on Form 10-K under the caption "Risk Factors," as may be updated from time to time in our periodic filings with the SEC. Any forward-looking statement in this press release speaks only as of the date released. Academy undertakes no obligation to publicly update or revise any forward-looking statement, except as may be required by any applicable securities laws.

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