

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors reopens Joplin store *Updated location to feature an archery lane and digital golf simulator*

KATY, TX (Jan. 27, 2011) – Academy Sports + Outdoors (d/b/a Academy) today reopened the doors of its Joplin store. The store is over 75,000 square feet and is located at the same address at 1717 South Range Line Road in Joplin.

Along with the everyday low prices and great customer service that Joplin residents have come to expect from Academy, this updated location will feature an archery lane and a digital golf simulator. The store also provides many services including assembly and delivery, hunting and fishing licenses, scope mounting, bore sighting, line winding/spooling, propane exchange and racquet stringing.

"We're extremely excited to reopen the doors of our Joplin store, and we are thrilled to provide the local residents with the convenience of a slightly larger store featuring several new services including the archery lane and digital golf hitting bay," says Kevin Chapman, Academy Sports + Outdoors senior vice president of stores. "We remain committed to the city of Joplin and the surrounding local community."

The three-day grand opening celebration starts at 8 a.m. on Friday, Feb. 10 when Academy Sports + Outdoors gives away free Crocs to the first 100 customers. The celebration will continue throughout the weekend and will feature daily giveaways, prizes, product try-ons, interactive demos, product displays, games, plus opportunities to interact with pros who represent top brands sold at Academy Sports + Outdoors. Among the free giveaways are shoes from Crocs, men's Wrangler Jeans, products from Columbia and more. There will also be a free autograph session with Handles Franklin of the Harlem Globetrotters on Sunday from 2-3 p.m. courtesy of Spalding.

Yesterday, store director Sony Castillo cut the ribbon and opened the store for a give-back event for 40 kids from Irving Elementary. The children were the first customers of the new store, and each child received a \$100 Academy gift card to shop with and their own personal Academy shopping assistant.

About Academy Sports + Outdoors

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of quality hunting, fishing and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 140 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at every day low prices. For more information about Academy Sports + Outdoors visit academy.com, facebook.com/academysportsandoutdoors, twitter.com/academydotcom and youtube.com/academydotcom.

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