

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors opens first Charlotte-region store in Rock Hill *New location to feature an archery lane and digital golf simulator*

KATY, TX (March 16, 2011) – Academy Sports + Outdoors (d/b/a Academy) today opened the doors to its first Charlotte-region store in Rock Hill, South Carolina. The store is over 71,000 square feet and is located at 2468 Cross Pointe Drive in Rock Hill. It's Academy's fourth store in South Carolina.

Along with the everyday low prices and great customer service this 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.

"Academy Sports + Outdoors is continuing to grow throughout South Carolina, and we're proud to offer customers a great selection of our sports, outdoors and lifestyle products and services at everyday low prices," says Kevin Chapman, Academy Sports + Outdoors senior vice president of stores. "We look forward to introducing our brand to Rock Hill and being an active community member."

Last August, Academy opened its third South Carolina store in Columbia. The company also has a store in Greenville and Spartanburg.

Following today's opening to the public; Academy will host a three-day grand opening celebration starting at 8 a.m. on Friday, March 30. Academy will give 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.

Yesterday, store director George Beaudry cut the ribbon and opened the store for a youth charity event for 30 kids from Boys & Girls Clubs of York County. 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 141 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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