

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors opens first store in Columbia, South Carolina

KATY, TX (Aug. 26, 2011) – Academy Sports + Outdoors (d/b/a Academy) today opened its newest location in Columbia, South Carolina, which is over 69,000 square feet and located at 730 Fashion Drive. It is the company's first store in the Columbia-area and the third store in South Carolina.

Along with the same everyday low prices and great customer service that people have come to expect at our other stores, this new location will feature a digital golf simulator that customers can use for free to help them choose the right club for their swing. The store also provides the same services customers have come to expect from Academy including hunting and fishing licenses, scope mounting, bore sighting, line winding/spooling, propane exchange and racquet stringing.

“Our store associates could not be more excited to open our first store in Columbia and provide a convenient location for customers to shop our everyday low prices,” said John Hay, vice president of real estate and construction for Academy Sports + Outdoors. “We look forward to being an active member of the Columbia community, including our partnership with University of South Carolina Athletics, for many years to come.”

The three-day grand opening celebration starts at 8 a.m. on Friday, Sept. 9 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, basketballs from adidas, products from Columbia and more.

Yesterday, store director Verne Shaull cut the ribbon and opened the store for a give-back event, in partnership with University of South Carolina Athletics, for 30 kids from Columbia-area children's homes. 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 135 stores throughout Alabama, Arkansas, Florida, Louisiana, 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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