

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors opens first store in Hattiesburg

KATY, TX (Nov. 18, 2011) – Academy Sports + Outdoors (d/b/a Academy) today opened its newest location in Hattiesburg, which is over 75,000 square feet and located at 6173 U.S. Highway 98. It is the company's first store in the Hattiesburg area and the company's 140th location.

Along with the same everyday low prices and great customer service that customers in Mississippi have come to expect at our other three stores, this new location will feature an archery lane and a digital golf simulator. 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.

"Academy Sports + Outdoors brand new store location provides Hattiesburg residents with the best selection of sports, outdoors and lifestyle products at every day low prices," says Kevin Chapman, Academy Sports + Outdoors senior vice president of stores. "Getting our store open before Black Friday gives us a chance to showcase our entire assortment via hundreds of Hot Deals perfect for this time of year."

The three-day grand opening celebration starts at 8 a.m. on Friday, Dec. 2 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, wristbands from Power Balance, products from Columbia and more.

Yesterday, store director Louis Tenney cut the ribbon and opened the store for a give-back event, for 30 kids from the Hattiesburg Boys & Girls Club. 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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