

Academy Sports + Outdoors Announces Executive Appointment

August 5, 2025

Brandy Treadway joins as Executive Vice President, Chief Legal Officer, and Corporate Secretary

KATY, Texas, Aug. 5, 2025 /PRNewswire/ -- [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer today announced the appointment of Brandy Treadway to the role of Executive Vice President, Chief Legal Officer, and Corporate Secretary. In this position, Ms. Treadway will oversee all enterprise Legal, Compliance, and Risk Management functions supporting the company's corporate, distribution centers, and retail initiatives.



Most recently, Ms. Treadway served as Senior Vice President, Chief Legal Officer and Corporate Secretary for RumbleOn, Inc. based in Irving, and was previously a corporate partner at Martin Powers & Counsel, PLLC. Notably, she also served as Senior Vice President, General Counsel & Secretary at JCPenney in addition to other executive and leadership positions throughout her tenure.

Ms. Treadway will report directly to Steve Lawrence, Chief Executive Officer of the Company.

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 more than 300 stores across 21 states and counting. 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.

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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