

Academy Sports + Outdoors Celebrates "Brooks Month" with Exclusive Launch of Hero Collection

October 7, 2025

Academy continues growth of performance running assortment for athletes at all stages of training

KATY, Texas, Oct. 7, 2025 /PRNewswire/ -- Building upon its extensive lineup of performance running shoes from [Brooks](#), including trending styles for men and women, [Academy Sports + Outdoors](#) ("Academy" or the "Company") ([Nasdaq: ASQ](#)), a leading full-line sporting goods and outdoor recreation retailer, is celebrating "Brooks Month" all October-long. Adding to the lineup of Brooks performance running shoes available in-store and online at [Academy.com](#) are the exclusive new Hero Collection as well as the all-silver Adrenaline GTS 25 performance sneaker.



The Hero Collection, which recognizes the influence of mentors in our communities, launches on October 10 and will offer a variety of colorways and price points in men's and women's styles:

- Two NEW colorways offered in the [Women's Ghost 17](#) performance shoe available for \$149.99
- One NEW colorway offered in the [Men's Revel 8](#) performance shoe available for \$99.99

To bring this message to life, Academy and Brooks will donate a percentage of the proceeds to Marathon Kids, a nonprofit helping young people build healthy habits through movement and mentorship.

In addition, [myAcademy members](#) can enter for a chance to win a pair of the limited-edition Adrenaline GTS 25 Silver Edition shoes starting Monday, October 20*, with the shoes officially dropping in select Academy stores and online at [Academy.com](#) on Saturday, November 1. The all-silver Adrenaline GTS performance sneaker is in celebration of 25 years of the Adrenaline GTS shoe and features a metallic finish.

"Performance running shoes aren't just for the track or on the road anymore. More runners are leaning into their shoes as a way to express their personal style, while also achieving top-tier results," said Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer Matt McCabe. "With the launch of Brooks' Hero Collection exclusively at Academy, we're excited to offer athletes a new way to get their miles in."

Academy offers an extensive collection of award-winning Brooks performance running shoes year-round for both men and women, including the [Glycerin 22](#), [Glycerin GTS 22](#), and [Ghost Max 3](#). Whether you're a lifelong runner or just getting started, Academy has a pair of Brooks for you.

Every Academy store is a fun destination where families can find apparel, footwear, sports, hiking and camping equipment, hunting and fishing gear, outdoor cooking, and more from top national brands at an everyday value. Academy also [offers free services](#) such as grill and bike assembly, scope mounting, bore sighting, line winding/spooling, and propane exchange. Hunting and fishing licenses are also available to purchase in stores.

At Academy, you can always know you're getting the best deal – every time and every day. Academy guarantees the best value by beating competitor prices by 5%. For even more savings, customers can shop with their [Academy Credit Card](#) and receive an incremental 5% off on all purchases. New Academy Credit Card cardholders receive \$15 off their first purchase after approval.

Customers are also invited to sign-up for Academy's rewards program, [myAcademy](#), which includes a 10% welcome offer, lower free shipping minimum (\$25), insider access to personalized offers, deals and products, faster online and in-app checkout, and an annual birthday reward. See [Terms](#) for more details.

*NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE ODDS OF WINNING. Odds depend on # of entries rec'd. VOID WHERE PROHIBITED. Open to residents of AL, AR, FL, GA, IL, IN, KS, KY, LA, MD, MS, MO, NC, OH, OK, PA, SC, TN, TX, VA and WV, age 18+. Retail value of prizes: \$3,749.75. Limit one (1) entry per person. For Official Rules & free means of entry, see <https://www.academy.com/official-rules>. Sponsor: Academy Sports + Outdoors, 1800 North Mason Road, Katy, TX 77449. Enter by 10/31/25.

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 may incorporate words such as "believe," "expect," "anticipate," "forward," "ahead," "opportunities," "plans," "priorities," "goals," "future," "short/long term," "will," "should," or the negative version of these words or other comparable words. 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. These and other 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 "Part 1A. 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 of this release. Academy undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.

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