

## Academy Sports + Outdoors Expands Stanley 1913 Assortment with New Bags and Accessories

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*Retailer offers customers new, trend-forward products, styles, and colors*



KATY, Texas (February 27, 2026) – Academy Sports + Outdoors (“Academy” or the “Company”) (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, announced the expansion of its assortment of Stanley 1913 products to now include lifestyle gear such as backpacks, totes, crossbody and carry-all bags alongside tumblers and cups already sold in stores and online at Academy.com.

The bags and accessories come in four colorways: Black, Rose Quartz, Sage Grey, and Twilight, as part of Stanley 1913’s all-new Vitalize™ Collection, which is designed to be integrated into people’s busy lives:

- [Stanley Vitalize 30.9 qt Backpack](#) – Built for everyday use, this backpack features tumbler-securing belts and pockets, a protected laptop sleeve, and plenty of room for other gear. The zippered bottom compartment expands to hold post-workout clothes, food containers, and more.
- [Stanley Vitalize 27.6 qt Tote](#) – Designed to carry it all, with easy access to hydration and essentials, this tote includes a laptop sleeve and zippered bottom compartment for extra storage.
- [Stanley 10 qt Vitalize Crossbody Bag](#) – Lightweight, hands-free option that carries hydration, essentials and more. It’s ready to pack up, sling on, and get started.
- [Stanley Vitalize 3.3 qt Carry-All Bag](#) – This carry-all allows customers to be hands free while keeping hydration close. Built to fit Tumblers and Bottles with room for the essentials, just sling the adjustable shoulder strap on and get moving.

Made to fit customers’ favorite [Stanley 1913 drinkware](#), the Vitalize™ Collection carries shoppers through each day, whether they’re commuting to work, hitting the gym, running errands, or on an adventure.

Academy Sports + Outdoors’ expanded Stanley 1913 assortment offers customers more ways to bring fun and functionality to life’s everyday adventures.

### 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,” fulfilled through a localized merchandising strategy and value proposition that connects with a broad range of consumers. Academy’s product assortment focuses on outdoor, apparel, sports & recreation, and footwear through leading national brands and private label brands.

For more information, visit [www.academy.com](http://www.academy.com).

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