Academy Sports + Outdoors Unveils New Brand Identity Centered on Families, Fun, and Shared Experiences

March 13, 2026

“Fun Can’t Lose” represents Academy’s heritage while elevating how the company shows up for customers, Team Members, and communities across 21-state footprint, and beyond

KATY, Texas, March 13, 2026 — Academy Sports + Outdoors (“Academy”) (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, announced today the evolution of its brand positioning to better reflect its commitment to supporting families, accessibility to sports and the outdoors, and the belief that the most meaningful wins happen beyond the scoreboard.

Centered around the idea that “Fun Can’t Lose,” the brand refresh comes at a pivotal moment for Academy as the company continues to expand its footprint and deepen its connection with customers. It also emphasizes the company’s customer-first vision while reinforcing clear differentiation in a competitive marketplace. The refreshed identity builds on Academy’s heritage, translating iconic brand elements into a scalable system designed to support the company’s continued growth.

“We wanted the identity to feel unmistakably Academy,” said Chad Fox, Executive Vice President and Chief Customer Officer at Academy Sports + Outdoors. “By drawing from our past and the red, white stripes historically found on our buildings, we were able to honor our history while modernizing how the brand shows up today.”

As part of the brand identity refresh, Academy is elevating its iconic red, white, and blue color palette, strengthening brand recognition while honoring its heritage. The colors bring renewed energy and modernize the brand while staying true to the values customers know and trust. The result is a brand that feels familiar yet current, grounded in its 87-year history while reflecting how families live and play today. The refreshed brand will roll out across advertising, stores, and packaging, creating a more consistent and connected customer experience.

Academy remains committed to delivering the right mix of fun, value, and a great assortment to help families make memories together on and off the field.

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.

Media Contact:
Selena Mejia, Sr. Manager of External Communications, PublicRelations@academy.com