Academy Sports + Outdoors Introduces All-New HEYDUDE x BURLEBO Shoe Collaboration Featuring Exclusive Americana Pattern

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Company invests in top brands to deliver trend-forward comfort and style

KATY, Texas, (May 5, 2026) – Academy Sports + Outdoors ("Academy") (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, today announced the launch of the all-new HEYDUDE x BURLEBO footwear collection in all Academy stores and online at Academy.com. The collaboration blends HEYDUDE's signature comfort with BURLEBO's distinctive outdoor-inspired style, bringing two fan-favorite brands together for a limited time.

The collection features two shoes in HEYDUDE's popular Wally silhouette: one showcasing BURLEBO's iconic Deer Camo pattern and the other debuting an Academy-exclusive Americana design. Both styles are available for toddlers, kids and adults, making the collection a fun and easy fit for the whole family.

- HEYDUDE x BURLEBO Deer Camo Wally: HEYDUDE's most popular men's shoe — a casual lightweight slip-on that balances comfort, style, and versatility. And now, for the first time, in BURLEBO's iconic Deer Camo pattern.
- HEYDUDE x BURLEBO Americana Hey2O Wally: Part of HEYDUDE's water -friendly Hey2O line, this style features a water-release drainage system and enhanced-traction outsole built for performance in and out of the water, finished in a bold red, white and blue Americana pattern exclusive to Academy.

Offered in a wide range of sizes with lightweight, durable material, the HEYDUDE x BURLEBO collection is built for family fun. Whether you're slipping on a pair to head to the lake or stepping up to own the grill at the next back backyard barbecue, this collection is meant for days outdoors full of adventure. This footwear assortment addition reinforces Academy's commitment to deliver access to the brands customers want in the styles they love.

To learn more about Academy Sports + Outdoors, visit Academy.com.

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.

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