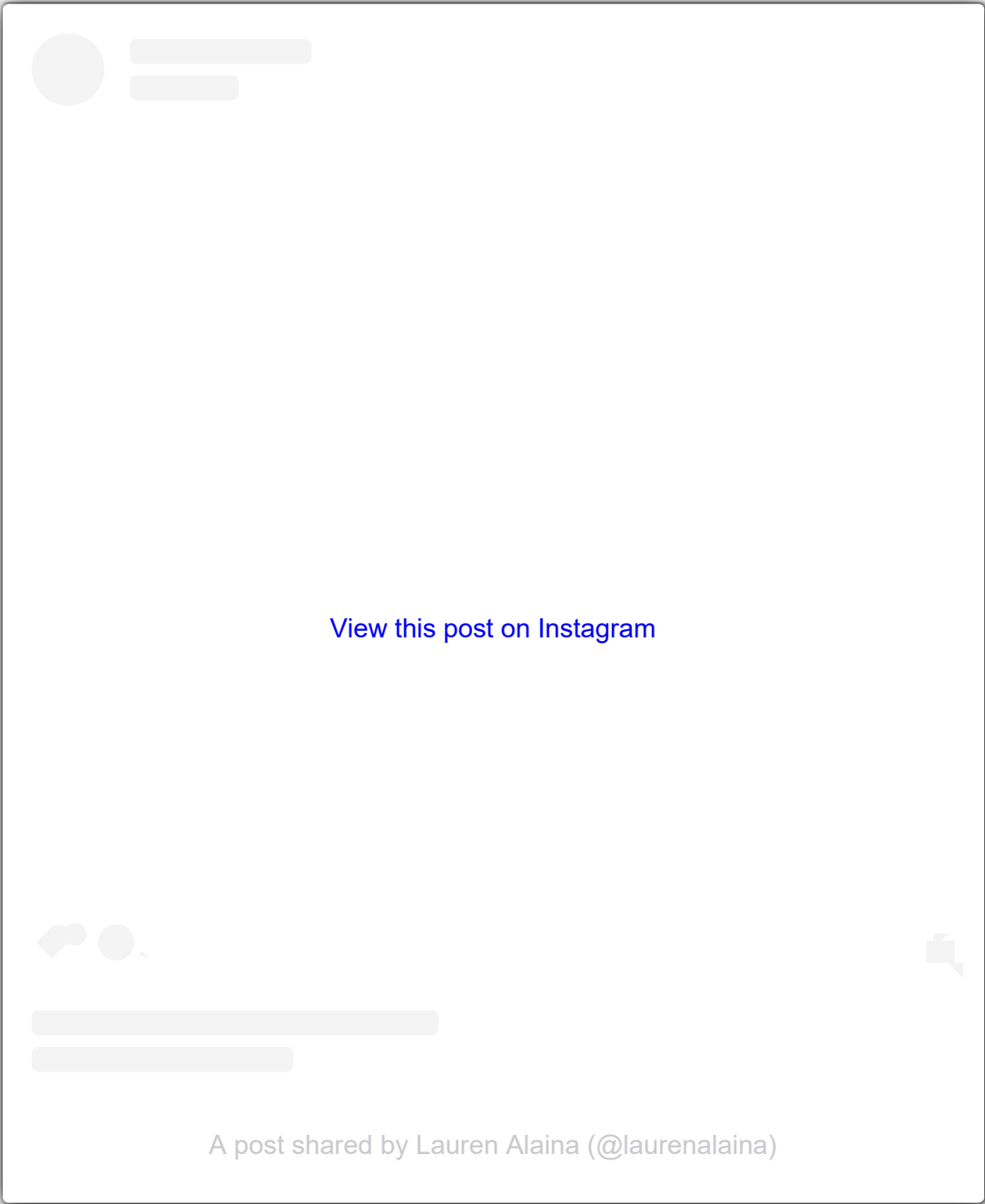


Academy Sports + Outdoors Selects Country Superstar Lauren Alaina as new Brand Ambassador

July 13, 2026

The multi-channel partnership will complement the star's authenticity to deepen customer connection across the retailer's social platforms



KATY, TEXAS (July 14, 2026) – (July 14, 2026) – [Academy Sports + Outdoors](#) (“Academy” or the “Company”) (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, is excited to announce [Lauren Alaina](#) as its newest brand ambassador. Rooted in Alaina’s genuine love for Academy Sports + Outdoors and the role the brand plays behind the scenes in her everyday life, the partnership will bring her authentic, family-focused perspective to help spotlight Academy’s blend of style, comfort, and unbeatable value.

“We are proud to welcome Lauren to the Academy team,” said Academy Sports + Outdoors Executive Vice President and Chief Customer Officer Chad Fox. “She exemplifies the core values of our brand – confidence, relatability, and authenticity – and she brings a level of realness that fans can trust. Paired with the fact that she already knows and loves our brand, this partnership just makes sense. Together, we’re excited to connect with customers in new ways by creating real moments that will last a lifetime and deliver fun for all.”

Customers and fans of Alaina can look forward to seeing the partnership come to life through original social content, digital storytelling, curated product picks, and other exciting live brand experiences inspired by Alaina’s everyday life as an artist, a wife, and a mom.

“Academy has been a place I shop, for myself and my family, for years, so becoming a Brand Ambassador feels like a full-circle moment,” Alaina said. “I’m always looking for ways to make life feel a little more fun, comfortable, and easy. Whether I’m spending time at home with my family, in the studio

working on my new album, or on the road touring – I love that I can find stylish, comfortable pieces that help me feel my best.”

The country music star joins Academy Sports + Outdoors’ dynamic roster of Brand Ambassadors, including:

- [Will Anderson Jr.](#) – Professional Football Star
- [Macy Watkins Johnston](#) - Hunter / Outdoor Enthusiast
- [Jacob Wheeler](#) – Professional Bass Angler
- [Julia Morales](#) – Houston Astros Broadcaster
- [Justin Martin](#) – Duck Commander / Hunter + Angler
- [Jess Pryles](#) - Hardcore Carnivore Owner
- [Juan Carlos Chacon](#) - Hunter + Angler
- [Hunter Shyrock](#) - Bass Angler
- [Sharky Marquez](#) - Outcast Charters Saltwater Angler
- [Leah Egwuatu](#) - Fitness Trainer
- [Jeff Danker](#) - Host of Buckventures Outdoors

From professional athletes and fitness influencers to champion anglers and outdoor cooking tastemakers, these ambassadors reflect Academy Sports + Outdoors’ mission to inspire families to find unique ways to get outside and be active, connect with their community, and have fun doing what they love.

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 <https://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 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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