

Academy Sports + Outdoors is the Destination for Premium Performance Running with Launch of Hoka

September 10, 2026

Academy is introducing five Hoka styles in select stores and online at [Academy.com](https://www.academy.com)

KATY, Texas, Sept. 10, 2026 /PRNewswire/ -- [Academy Sports + Outdoors](https://www.academy.com) ("Academy") ([Nasdaq: ASO](https://www.nasdaq.com)), a leading full-line sporting goods and outdoor recreation retailer, announced today it is launching [Hoka performance running shoes](#) in 15 stores across Arkansas, Georgia, Louisiana, and Texas and online at [Academy.com](https://www.academy.com) in early October. With men's, women's and kids' styles available, including the Arahi 9, Challenger 8, Clifton 11, Rincon 5, and Torrent 5, Academy is fueling fun for the whole family.



"At Academy Sports + Outdoors, our gear is designed to support athletes across all skills and experience levels. With the addition of Hoka, we are both building out our premium running assortment and offering customers more great footwear styles to wear in their everyday lives," said Matt McCabe, Executive Vice President and Chief Merchandising Officer. "Our organizations have a shared ethos – to make a positive impact through accessibility to sports, the outdoors, and general wellness and we're excited for our customers to be able to pick up everything they need for their next warm-up, race, or cool down jog."

Academy offers a strong assortment from many top brands including [Brooks](#), [Nike](#), [adidas](#), [ASICS](#), [New Balance](#), [Puma](#), and [OOOFOS](#).

To learn more about Academy Sports + Outdoors visit [Academy.com](https://www.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.

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. The statements discussed in this press release that are not purely historical data are forward-looking statements, including, but not limited to, the statements regarding the Notes and the use of proceeds therefrom, including the Redemption and repayment of the term loan facility. These forward-looking statements are based on our current expectations and beliefs concerning future developments and their potential effect on Academy. Actual results may differ materially from these expectations due to factors that are set forth in Academy's filings with the U.S. Securities and Exchange Commission. 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, except as may be required by any applicable securities laws.

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