

Vitality Makes Its Brick-and-Mortar Retail Debut at Academy Sports + Outdoors

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Retailer expands women's apparel assortment with new athleisure brand in select stores and online at Academy.com



KATY, Texas (October 12, 2026) – [Academy Sports + Outdoors](#) ("Academy" or the "Company") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer, announced the launch of Vitality, a women-designed, women-owned athleisure brand that features stylish, functional pieces designed to provide comfort and flexibility for active lifestyles. Academy is the first brick-and-mortar retailer to carry the brand, with a curated women's apparel assortment available in select stores across its footprint and online at [Academy.com](#).

"We remain focused on introducing new and innovative brands to our customers," said Academy Sports + Outdoors Vice President Divisional Merchandise Manager Bryan Holtz. "The launch of Vitality delivers on-trend athleisure wear that prioritizes both function and style for our female customers seeking options that can fit seamlessly into their everyday lives."

The launch collection includes women's leggings, sports bras, bike shorts, tank tops, flare pants, fleece sets, and more. Customers can shop products in neutral tones as well as the brand's uniquely playful, feminine prints featuring cherries and polka dots.

"We're excited that Academy Sports + Outdoors is our first brick-and-mortar retailer partner," said Vitality's Global Master License, Sunwin CEO Stephen Budd. "Vitality is rooted in the idea that confidence starts with feeling good in what you wear and our brand was created with a mission to empower women so they can show up as their best selves. Academy's commitment to active families aligns with our vision and we look forward to connecting with customers."

Customers can shop the Vitality assortment, available now in select stores and online at Academy.com. 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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