Academy Sports + Outdoors and Little Debbie® Snacks Spread Holiday Cheer with Exclusive New Magellan Outdoors Collaboration

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Festive holiday collection helps customers have fun this holiday season

KATY, Texas, Nov. 2, 2026 /PRNewswire/ -- Academy Sports + Outdoors ("Academy") (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, and Little Debbie® Snacks are serving up a sweet new collaboration with Academy's exclusive Magellan Outdoors brand as part of its Christmas Market collection. Featuring festive apparel inspired by the beloved snack cake brand, the limited-time collaboration joins a fun lineup of holiday-themed goods designed to help customers celebrate the season in style.



"The holidays are about spending time and making memories with loved ones while having fun along the way," said Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer Matt McCabe. "Our Magellan Outdoors Christmas Market collection combines fun and festive styles, seasonal essentials, and a playful collaboration with Little Debbie to offer something special for the holiday season."

The first-ever collaboration between these two brands allows customers to wear their favorite snack, bringing a playful holiday twist to three men's apparel styles including:

- **Magellan Outdoors x Little Debbie® Men's Laguna Madre** – A festive take on a casual favorite, bringing Little Debbie style to everyday wear.
- **Magellan Outdoors x Little Debbie® Men's Lounge Pant** – A comfortable option for relaxing at home, enjoying holiday movie nights or celebrating the season.
- **Magellan Outdoors x Little Debbie® Men's Grotto Falls Crew** – A cozy layering essential with a playful print to cooler days.

"When you think of the holidays, Little Debbie Christmas Tree Cakes® are a classic treat for many families, so teaming up with Academy Sports + Outdoors to bring that holiday spirit to life in a new way felt like a natural fit," said Rondi Rhodes, Brand Licensing Specialist of Little Debbie®. "This collaboration gives families a cheerful way to celebrate the season and incorporate some fun into their holiday gifting."

In addition to the exclusive collaboration, curated with holiday fun in mind, Academy's Magellan Outdoors Christmas Market collection also features a variety of seasonal essentials designed to bring holiday cheer to the whole family, including four-legged friends. Highlights from the assortment include:

- **Magellan Outdoors Holiday Hunting Wall Tumbler** – A seasonal drinkware option for hunters and outdoor enthusiasts.
- **Magellan Outdoors Fleece Dog Holiday Shirt** – A festive and cozy way to dress up four-legged family members for holiday celebrations.
- **Magellan Outdoors Printed Dog Bandana** – Add a playful holiday touch to any pup's look.
- **Magellan Outdoors Truck Dog Bed** – A fun, festive pet bed that brings holiday cheer to a furry friend's favorite resting spot.

Now through November 6, myAcademy Rewards members can shop the exclusive Little Debbie® collaboration early in the Academy app, before it becomes available to everyone on November 7. For more information, 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.

About the Little Debbie Brand

McKee Foods' Little Debbie brand is the No. 1 brand in the baked sweet goods category. American shoppers purchase more than 2,000 Little Debbie products per minute. Little Debbie snacks are made fresh and delivered from our bakeries to your communities on our own trucking fleet. Wholesale distributors, who are members of your communities, purchase these products from McKee Foods and sell them to local retailers, and ensure that the freshest products are available in your stores. In fact, you'll find our family promise of quality, freshness and taste on every package. Visit ***LittleDebbie.com*** for more information, or follow Little Debbie on ***Facebook***, ***Instagram*** and ***TikTok***.

About McKee Foods Corporation

McKee Foods is a family-owned bakery whose story began during the height of the Great Depression, when founder O.D. McKee started selling 5-cent snack cakes from the back of his car. Soon after, he and his wife, Ruth, bought a small bakery on Main Street in Chattanooga, Tenn., using the family car as collateral. Today, the company employs approximately 6,250 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie bakery snacks®, Drake's® cakes, Sunbelt Bakery® snack bars and Fieldstone® Bakery baked goods. Visit ***mckeefoods.com*** for more information.

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