

Academy Sports + Outdoors to open new store in Metro Atlanta

February 20, 2019

Academy expects the new store to bring approximately 60 new jobs to the Buford, Georgia, community

KATY, TEXAS (February 20, 2019) - Academy, Ltd. d/b/a Academy Sports + Outdoors, a sports, outdoors and recreation lifestyle retailer, dedicated to making it easier for everyone to enjoy more sports and outdoors, announced that it will open a new store in Buford, Georgia, this year.

"Academy Sports + Outdoors and Buford are a perfect match, and we cannot wait to open this new, convenient location," said Sam Johnson, Academy Sports + Outdoors' Executive Vice President of Retail Operations. "Whether you're heading to Lake Lanier for a fishing trip, gearing up for your next hunt, or getting ready for the next sports season, Academy has all the products you need for less."

Customers can expect to find everyday low prices and a unique product assortment from brands such as Nike, Under Armour, Adidas, Columbia and Magellan Outdoors. The store will have everything customers need for their next outdoor adventure, including hunting, fishing, and camping gear, as well as sports equipment. The store will also carry a wide variety of leisure products, footwear, apparel, patio sets, barbecue grills, and much more, paired with exceptional customer service. Customers will be offered services such as scope mounting, bore sighting, line winding/spooling, propane exchange, and the ability to purchase hunting and fishing licenses.

In addition to visiting the new store, customers can shop academy.com, receive the digital version of the weekly ad, engage with Academy Sports + Outdoors through its social media sites, and sign up for email alerts.

Academy expects the new store to bring approximately 60 new jobs to the Buford, Georgia, community. Individuals interested in careers at Academy Sports + Outdoors can visit www.academy.com/careers to apply for open positions.

About Academy Sports + Outdoors

At Academy Sports + Outdoors, we make it easier for everyone to enjoy more sports and outdoors activities. At each of our 250+ locations, we carry a wide range of apparel, footwear, hunting, fishing and camping equipment, patio sets and barbecue grills, along with sports and recreation products, at everyday low prices. For all. For less.

Certain statements in this press release constitute "forward-looking statements", which are identified by the words "expect," "will" or other similar expressions, dated as of today, based upon current information, expectations and assumptions, and subject to significant uncertainties that could cause actual outcomes to differ from our present expectations. We assume no obligation to update these statements to reflect events after today.