# Academy Sports + Outdoors Announces Steven P. Lawrence as Executive Vice President and Chief Merchandising Officer

February 5, 2019

**KATY, TEXAS (February 5, 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 Steven P. Lawrence has been appointed Executive Vice President and Chief Merchandising Officer effective February 11, 2019.

"In his new role, Steve will lead the company in our efforts to be the power merchandiser of sports and outdoors," says Ken Hicks, Academy Sports + Outdoors Chairman, President and Chief Executive Officer. "His depth of retail experience, focus on sales and execution, and overall leadership style will serve us well as we execute our new long range plan. Steve will be a key player in helping us achieve our company vision to be the best sports + outdoors retailer in the country."

Steve will oversee the Buying, Planning & Allocation, Pricing and Sourcing departments.

"As a longtime Texan and Academy customer, I have a deep passion for the brand," says Steve Lawrence, Academy Sports + Outdoors Executive Vice President and Chief Merchandising Officer. "I am humbled and thrilled to join the company in its mission to provide fun for all through strong assortments, value, and experience. I look forward to driving Academy toward its tremendous growth potential working alongside a strong leadership group, team members and supplier community."

Prior to joining Academy Sports + Outdoors, Steve was President and Chief Executive Officer at francesca's. From May 2012 to September 2016, he served as Chief Merchandising Officer at Stage Stores. Steve also spent nearly 12 years working in various merchandising leadership roles at J.C. Penney after 10 years at Foley's.

**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 barbeque grills, along with sports and recreation products, at everyday low prices. For all. For less.