

Academy Sports + Outdoors opens first store in Cookeville, Tenn.

November 2, 2018

The new store brings 100 new jobs to the area

KATY, TEXAS (November 2, 2018) – Academy, Ltd. (d/b/a Academy Sports + Outdoors), a sports, outdoor and recreation lifestyle retailer, dedicated to making it easier for everyone to enjoy more sports and outdoors, opened its first store in Cookeville, Tenn., located at 1265 Interstate Drive. The store is approximately 63,000 square feet and brings over 100 new jobs to the community. Cookeville is also home to one of Academy's three distribution centers. Academy Sports + Outdoors now has 13 stores throughout Tennessee.

"In addition to the Academy Sports + Outdoors' distribution center, we can't wait to become an even bigger member of the Cookeville community with the opening of our thirteenth Tennessee location," said Sam Johnson, Academy Sports + Outdoors' executive vice president of retail operations. "We look forward to being Cookeville's one-stop shopping destination for sports, outdoor and recreational gear."

Customers can expect to find everyday low prices and a unique product assortment from brands such as Nike, Under Armour, Adidas, Magellan Outdoors, and Columbia. 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.

Prior to the grand opening, the store partnered with Teens Need Training and Kids Matter Inc. to donate \$100 shopping sprees to 30 local children to shop for anything they wanted while being accompanied by Academy team members.

Beginning Saturday, the community is invited to the store's two-day grand opening celebration. The free events include giveaways, interactive demonstrations by brands sold at Academy Sports + Outdoors, games for the whole family and much more. In addition to the numerous events are Academy mystery gift card giveaways, free Academy t-shirts, and more.

Individuals interested in careers at Academy Sports + Outdoors can visit academy.com/careers to apply for open positions. 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.

About Academy Sports + Outdoors

At Academy Sports + Outdoors, we make it easier for everyone to enjoy more sports and outdoor 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.