

Academy Sports + Outdoors opens new store in New Bern, N.C.

April 28, 2018

The new store brings 100 new jobs to the area

KATY, TEXAS (April 28, 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 New Bern, N.C., located at 3555 MLK Boulevard. The store is approximately 63,000 square feet and brings over 100 new jobs to the community. Academy Sports + Outdoors now has 11 stores throughout North Carolina.

"We believe the New Bern community needs a store that offers the best brands at affordable prices, and that is why this is a great fit for Academy," said Sam Johnson, Academy Sports + Outdoors' executive vice president of retail operations. "No matter who you are or how you play, we strive to make it easier for our customers to enjoy more sports and outdoors every day."

Customers can expect to find everyday low prices and a unique product assortment from brands such as Nike, Under Armour, Adidas, YETI, 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, racquet stringing and the ability to purchase hunting and fishing licenses.

Prior to the grand opening, the store donated \$100 shopping sprees to 30 local athletes from the Craven County Special Olympics to shop for anything they wanted while being accompanied by Academy team members.

Beginning today, 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 245+ locations, we carry a wide range of hunting, fishing and camping equipment, patio sets and barbecue grills, along with sports and recreation products, at everyday low prices. For all. For less.