

Academy Sports + Outdoors opens new store in Rolla, Mo.

April 21, 2018

The new Rolla store brings 100 new jobs to the area

KATY, TEXAS (April 21, 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 Rolla, Mo., located at 1575 West Side Drive. The store is approximately 63,000 square feet and brings over 100 new jobs to the community.

"We are excited to open our doors to the Rolla community and help make it easier for customers to cheer on the home team or compete on the field," said Sam Johnson, Academy Sports + Outdoors' executive vice president of retail operations. "Rolla's passion for sports and outdoors will be served well with our wide range of quality sports and outdoors products at prices everyone can afford."

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 partnered with the Missouri USO to donate \$100 shopping sprees to 150 children of deployed soldiers from Fort Leonard Wood 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 and free t-shirt giveaways.

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.