

ACADEMY SPORTS + OUTDOORS LAUNCHES R.O.W., A NEW MEN'S ACTIVEWEAR LINE

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The versatile collection, which delivers style and comfort for leisure or work through intentional design, is now available online and in all 260 Academy stores

KATY, Texas, June 23, 2022 /PRNewswire/ -- [Academy Sports and Outdoors](#) ("Academy") (Nasdaq: ASO), a leading full-line sporting goods and outdoor recreation retailer, today announced the launch of its newest private label men's activewear brand, Right of Way (R.O.W.). The menswear line is designed with intentional fits, comfortable materials, and relaxed styles that meet everyday needs.

The inaugural collection features shorts, pants, joggers, polos, t-shirts, and long sleeves in different mix and match colorways. The color palette allows shoppers to create custom looks for any occasion from their favorite pieces. The brand's sizes and prices range from small to 2XL and \$19.99 to \$34.99, respectively.

"R.O.W. provides the guy on the go with a collection of athletic-inspired essentials that seamlessly integrates into his lifestyle from workday to weekend and everything in between," said Eli Getson, Senior Vice President and General Merchandising Manager of Apparel at Academy. "Whether you're taking a video call, running errands, or grabbing dinner, these accessible pieces create an effortless style."

R.O.W. has versatile closet staples for everyone. From moisture-wicking fabrics that keep you cool to hidden pockets for distraction-free storage, comfort and function are built into every piece.

The collection is the latest addition to Academy's exclusive lineup of private label brands including [Magellan Outdoors](#), [Freely](#), [BCG](#), and more.

R.O.W. is now available at [academy.com/row](#) and in all 260 Academy Sports + Outdoors locations, along with convenient shopping options like free shipping on orders over \$25 and [Buy Online, Pick Up in Store](#).

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to 260 stores across 16 states. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit [www.academy.com](#).





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