

Academy Sports + Outdoors Partners with Fanatics to Expand Selection of Licensed Sports Products

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Customers can shop a broader assortment of Fanatics' team and player products at Academy beginning this fall

KATY, Texas, Aug. 30, 2023 /PRNewswire/ -- Academy Sports + Outdoors ("Academy") ([Nasdaq: ASO](#)), a leading full-line sporting goods and outdoor recreation retailer whose mission is to provide "Fun for All", and Fanatics, a global digital sports platform and leading provider of licensed sports merchandise, today announced an expanded partnership focused on enhancing the assortment of officially licensed merchandise available to Academy customers both [in-store](#) and [online](#). As a result of the partnership, Academy shoppers will have access to a wider breadth of fan shop products that are new to Academy.



The partnership will provide Academy the opportunity to tap into Fanatics' licensed sports inventory to give shoppers an even broader selection of fan apparel, jerseys, headwear, and novelty items for the whole family from portfolio brands such as Fanatics, Nike, adidas, Mitchell & Ness, New Era, WinCraft and more.

"Academy Sports + Outdoors is excited to partner with Fanatics to expand out our licensed sports assortment and provide our customers with an even better selection of gear to show off their team pride," said Matt McCabe, Academy Sports + Outdoors Chief Merchandising Officer. "Sports fans know they can rely on Academy for the best gear and prices. By teaming up with Fanatics, our customers will be able to browse an even wider assortment to make sure every member of the family has the gear they want at the right price."

This fall, shoppers visiting [academy.com](#) will have access to a significant portion of Fanatics' industry-leading licensed sports merchandise assortment, featuring teams and players from various leagues and sports properties, beginning with NCAA and expanding into other leagues as their seasons approach.

"Fanatics is excited to provide an incredible selection of high-quality fan gear from our leading product catalogue to Academy customers, whether they are shopping online or at stores," said Gary Gertzog, Fanatics President of Business Affairs. "We're committed to providing robust assortments of timely products to fans across all channels, and this partnership will allow more fans across the country to support the teams and players they love throughout the year."

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 271 stores across 18 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](#).

About Fanatics

Fanatics is building a leading global digital sports platform. The company ignites the passions of global sports fans and maximizes the presence and reach for hundreds of sports partners globally by offering innovative products and services across Fanatics Commerce, Fanatics Collectibles, and

Fanatics Betting & Gaming, allowing sports fans to Buy, Collect and Bet. Through the Fanatics platform, sports fans can buy licensed fan gear, jerseys, lifestyle and streetwear products, headwear, and hardgoods; collect physical and digital trading cards, sports memorabilia, and other digital assets; and bet as the company builds its Sportsbook and iGaming platform. Fanatics has an established database of over 100 million global sports fans, a global partner network with over 900 sports properties, including major national and international professional sports leagues, teams, players associations, athletes, celebrities, colleges, and college conferences.

For additional information please visit www.fanaticsync.com.

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