

# **MEDIA ADVISORY**

## **FOR IMMEDIATE RELEASE**



### **Academy Sports + Outdoors becomes a multi-channel retailer with the launch of its eCommerce website**

***Add to Cart Sweepstakes features grand prize of meet and greet with Danica Patrick***

HOUSTON, Texas (June 7, 2011) – Academy Sports + Outdoors (d/b/a Academy) is excited to announce the launch of its online shopping – [academy.com](http://academy.com).

“Our customers have been asking for it, and we’re thrilled to give them the opportunity to shop our great selection of high quality products online,” says Rodney Faldyn, Academy Sports + Outdoors President. “By making our product available online, we’re able to reach so many new customers while giving our existing ones a chance to become even more familiar with Academy.”

Starting today, Academy is launching a comprehensive multi-media marketing campaign featuring Danica Patrick and incorporating [academy.com](http://academy.com), social media networks, Academy stores and promotional events. To view the commercial featuring Danica Patrick, go to [youtube.com/academydotcom](http://youtube.com/academydotcom).

“I love being a customer and a partner of Academy Sports + Outdoors,” says Patrick. “I am excited that I can now get on my laptop, go to [academy.com](http://academy.com), and purchase great products from home or on the road.”

From June 1 – July 6, customers will have the opportunity to win their very own meet and greet with Danica or a \$3,000 shopping spree through an interactive avatar game. Customers can logon to [academy.com/addtocart](http://academy.com/addtocart) to get in on all of the fun and excitement.

The website features an inventory of 100,000 items available, and customers can purchase any of these products with just a couple of clicks.

#### **About Academy Sports + Outdoors**

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of high quality hunting, fishing and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 131 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at every day low prices. For more information about Academy Sports + Outdoors visit [academy.com](http://academy.com), [facebook.com/academysportsandoutdoors](http://facebook.com/academysportsandoutdoors), [twitter.com/academydotcom](http://twitter.com/academydotcom) and [youtube.com/academydotcom](http://youtube.com/academydotcom).

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