

## **PRESS RELEASE FOR IMMEDIATE RELEASE**

Contact: Elise Hasbrook  
Office: 281-944-6041  
Mobile: 281-253-8200  
Email: Elise.Hasbrook@academy.com



### **Academy Sports + Outdoors partners with Danica Patrick as she kicks off the 2010 NASCAR Nationwide Series**

HOUSTON, Texas (Feb. 25, 2010) – Academy Sports + Outdoors (d/b/a Academy) today announced that it has reached an agreement to sponsor Danica Patrick for the next two years.

Academy Sports + Outdoors is a great partner for the 5'2, 100-pound female driver who has to maintain a high level of fitness in order to control a 1,500-pound race car going at speeds of over 220 mph. Academy will feature Danica in an upcoming television ad campaign. She will also be featured in a comprehensive multi-media campaign that will incorporate academy.com, social media networks, Academy stores and customer events. As part of the relationship, Academy will get billing on Danica's racing helmet and placement on her driving suit.

"We are thrilled to connect with our customers by partnering with Danica whose appeal goes beyond racing," says Anita Sehgal, Academy Sports + Outdoors vice president of marketing. "Danica is a great fit for our brand because she appeals to both NASCAR fans and also the active-minded families who are our core customers."

Just as Academy is more than a sporting goods store, Danica Patrick is more than a driver.

"While my job is to be the best driver on the racetrack, a critical element of my success is being in top athletic shape," says Patrick. "Academy Sports + Outdoors is the perfect partner for me because I run, lift weights, as well as participate in yoga and Pilates. Their stores have everything I need to stay in shape including footwear, apparel, equipment and gear."

#### **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 120 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee and Texas. The Academy 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).

###

---

Secondary contacts:	Elise Hasbrook	281-253-8200	<a href="mailto:elise.hasbrook@academy.com">elise.hasbrook@academy.com</a>
	Dave Biediger	281-728-6833	<a href="mailto:david.biediger@academy.com">david.biediger@academy.com</a>
	Allan Rojas	281-253-3354	<a href="mailto:allan.rojas@academy.com">allan.rojas@academy.com</a>

---