

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Academy Sports + Outdoors opens first of two Chattanooga area stores; Brings 100 new jobs to Hixson

KATY, TEXAS (April 23, 2010) - Academy Sports + Outdoors today opens the first of two Chattanooga-area stores in Hixson, Tennessee. The 66,504 square-foot store will officially cut the ribbon this morning before opening its doors to customers at 8 a.m. The Hixson location is the third Academy Sports + Outdoors location in Tennessee, and it will employ approximately 100 associates. Academy Sports + Outdoors currently employs about 400 associates in the state of Tennessee. The second Academy Sports + Outdoors store will open later this year in Chattanooga at 2220 Hamilton Place Boulevard.

Academy Sports + Outdoors delivers a unique shopping experience by providing customers with a broad selection of products at everyday low prices. The Academy philosophy is to deliver an unparalleled shopping experience by providing convenience in the form of quality products, exceptional customer service and by selling the right stuff at everyday low prices. Regular store hours are 8 a.m. to 10 p.m. Monday through Saturday and 9 a.m. to 8 p.m. Sunday. Starting May 2, customers can find hot deals and a wide assortment of the store's products in Academy Sports + Outdoors' weekly newspaper ad or via academy.com.

The company will celebrate the Hixson store's official grand opening May 7-9. There will be daily opportunities to win great prizes, to try out gear, and interact with pros that represent top brands sold at Academy Sports + Outdoors.

"We are confident that the Hixson community will enjoy the shopping experience at Academy Sports + Outdoors," says Anita Sehgal, marketing vice president for Academy Sports + Outdoors. "We carry everything active-minded families need to have fun, whether it's for participating in team sports, hunting, fishing, camping, or just hanging out in the backyard. Additionally, we look forward to creating long-lasting relationships with our customers and the local community."

Academy Sports + Outdoors has a long history of community involvement with sports teams, youth organizations, outdoors and conservation programs and more. Individuals interested in requesting sponsorships for events or organizations can fill out the easy online application at academy.com. The company also gives Chattanooga residents an opportunity to interact directly with Academy Sports + Outdoors by posting comments and content via its Facebook and Twitter pages, which also can be found following the links at academy.com.

The tradition of engaging with the community is the result of the company founder's philosophy. Academy Sports + Outdoors is a family-owned company currently owned by Chairman and CEO David Gochman, and led by President Rodney Faldyn. David's grandfather, Max Gochman, founded Academy Tire Shop in 1938 in San Antonio, Texas, which has grown into what is now Academy Sports + Outdoors. Over the last several decades, the company has

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grown substantially from its small beginnings. Its sales reached one billion dollars in 2004 and two billion dollars in 2007. With the addition of the Hixson store, the company has expanded to 121 stores throughout 11 states, while employing over 15,000 associates. Those interested in working for Academy Sports + Outdoors should visit academy.com to view current openings.

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 121 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.

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