

GRAND OPENING

DEC.
5-7

academy.com/louisville

2 NEW STORES IN LOUISVILLE



South Louisville

4901 Outer Loop
Louisville, KY 40219

Middletown

13401 Shelbyville Rd.
Middletown, KY 40223



RIGHT STUFF. LOW PRICE. EVERYDAY!

62,000 SQUARE FEET OF THE BEST BRANDS

Daisy

Berkley

WOLVERINE

igloo

TaylorMade

SKECHERS

Abu Garcia
FOR LIFE

SHIMANO

new balance

BROWNING

Remington

adidas

Wrangler

crocs

UNDER ARMOUR

EASTON

Callaway

SPERRY
TOP-SIDER

Rawlings

OAKLEY

Columbia

Nike

Smith & Wesson

Nikon

3-DAY EVENT

at your new South Louisville
and Middletown stores.

Friday
December 5

FREE pair of Crocs¹ to the first 100 customers.
Up to \$39.99; 1 pair per person; must be 18 years or older.



Saturday
December 6

FREE Berkley Tackle Bag¹ to the first 100 customers.
ARV \$29.99; 1 bag per person; must be 18 years or older.



Sunday
December 7

FREE Mystery Gift Card² PLUS a **FREE** Tervis Tumbler
to the first 100 customers.
ARV \$19.00; 1 tumbler per person. Must be 18 years or older.



See back page for more events. Visit academy.com/louisville for full schedule at each location.
¹All giveaways, prizes, and food samples available while supplies last. No rain checks.

²No Purchase Necessary. Purchases do not increase chances of winning. Void where prohibited. Odds of winning depend on number of eligible participants. Open to legal residents of KY and IN, age 18 or older at time of entry. Retail value of all prizes is \$2,920. Limit one (1) entry per person. 100 prizes provided on a first-come basis at the South Louisville and Middletown stores, December 7, 2014 only. For complete details and official rules, visit academy.com/louisville. Sponsored by Academy Sports + Outdoors, 1800 N. Mason Rd., Katy, TX 77449.

shop academy.com | stay connected     

FRIDAY HOT DEALS

Prices valid Friday, December 5 at the South Louisville and Middletown stores only.
All Hot Deals are limited to stock on hand. No rain checks. Selection and prices vary by store.

OUTDOOR LIVING



HOT DEAL
149⁹⁹

was: 199.99

Spalding
54" Portable
Basketball System
Style 6629IT



HOT DEAL
199⁹⁹

was: 249.99

Masterbuilt
30" Stainless Steel
Digital Electric
Smokehouse
Style 20070411



HOT DEAL
15⁹⁹

was: 19.99

iWorld Sound Cube
Bluetooth Speaker
Styles BSC-2000,
BSC-2040, BSC-2080



HOT DEAL

24⁹⁹

was: 29.99

iWorld
Wireless
Sound Capsule
Style SSC-1040



HOT DEAL

24⁹⁹

was: 29.99

Hyper Bluetooth
Speaker
Styles BHP-1000,
HHP-1040



HOT DEAL

17⁹⁹

was: 19.99

Tune Belt's port
Armband for Select
Smartphones
Style AB86RP



Phone not
included.

FOOTWEAR

HOT DEAL

39⁹⁹

was: 44.99

Nike Kids'
Team Hustle High-Top
Basketball Shoes
Styles 599187-001, 599188-001



HOT DEAL

59⁹⁹

was: 69.99

Nike Men's
Dual Fusion Run 3
Running Shoes
Styles 653596-100,
653596-003, 653596-004



HOT DEAL

79⁹⁹

was: 89.99

ASICS Women's
GEL-Flux
Running Shoes
Style T3D9N.4501



TEXT

Sign up for
Mobile Offers

Text **LOUISVILLE** to **22369** to receive Hot Deals, Price Drops, events and more

Texting "LOUISVILLE" to 22369 (your "Text") authorizes Academy to send you up to 3 texts/week at the number you provide; texts are sent using an automated dialing system. Your Text is your binding electronic signature, and indicates acceptance of all those terms, and consent to receive this disclosure electronically. Consent is not a condition of purchase. Reply HELP for help; reply STOP for withdrawal of your consent. Msg. and Data Rates May Apply.

APPAREL



HOT DEAL
\$5 OFF
 All Wrangler
 Men's Jeans

Wrangler

HOT DEAL

9⁹⁹

was: 12.99



Magellan Outdoors
 Base Camp
 Thermal Shirt
 Style SGMGMO2260



HOT DEAL

12⁹⁹

was: 14.99

Champion
 Women's
 Cotton
 Jersey Pants
 Style M7421



Champion



THERE'S MORE ONLINE  Visit academy.com/magellan to shop our entire selection.

HOT DEAL

14⁹⁹

was: 19.99

Magellan Outdoors
 Men's or Women's
 Thermal Grid
 Fleece Heavyweight
 1/4-Zip Top,
 Crew Neck T-Shirt,
 or Pants



HOT DEAL

16⁹⁹

was...19.99

adidas Men's
 Performance
 Boxer Briefs -
 2 pk.
 • Available in
 3, 6, or 9"



FISHING/HUNTING

HOT DEAL

14⁹⁹

was: 19.99



Mister Twister
 Electric Fisherman
 Fillet Knife
 Style MT-1201



HOT DEAL

19⁹⁹

was: 29.99

Daiwa
 Laguna Rod



HOT DEAL

49⁹⁹

was: 69.99

H2O Xpress
 Maxim MAX-4®
 Spinning Reel



HOT DEAL

99⁹⁹

was: 129.99

Shimano Citica
 Low-Profile
 Baitcast Reel



Sign up now at academy.com for even more great stuff:
 Get hot deals, price drops, events, and more delivered right to your inbox.



SATURDAY & SUNDAY HOT DEALS

Prices valid Saturday, December 6 and Sunday, December 7 at the South Louisville and Middletown stores only. All Hot Deals are limited to stock on hand. No rain checks. Selection and prices vary by store.

APPAREL

HOT DEAL

9⁹⁹

was: 12.99

Majestic Men's University of Kentucky Section 101 Arch Mascot T-Shirt
Style NM52346CKYECU1



HOT DEAL

14⁹⁹

was: 18.99

SoffeW omen's Lux T-Shirt



HOT DEAL

24⁹⁹

was: 29.99

adidas Louisville Dribbler T-Shirt
Style 2946AHBKLOUUSV7



HOT DEAL

9⁹⁹

was: 14.99

Ducks Unlimited Adults' Logo T-Shirt
Style 1160-0442-662



HOT DEAL

11⁹⁹

was: 14.99

Magellan Outdoors Women's Sierra Thermal T-Shirt
Styles SGMGWO2308, SGMGWO2309



HOT DEAL

24⁹⁹

was: 29.99

Realtree Xtra® Men's or Women's Fleece Hoodie



HOT DEAL

29⁹⁹

was: 49.99

Wolverine Men's Clarke Jacket

Excludes Camo.



HOT DEAL

29⁹⁹

was: 39.99

adidas Men's Ultimate Fleece Pullover Hoodie
Style M63607



HOT DEAL

29⁹⁹

was: 34.99

Nike Men's Dri-FIT Touch Hoodie
Style 559970



HOT DEAL

54⁹⁹

was: 59.99

Nike Men's or Women's Element 1/2-Zip Pullover Top
Styles 504606, 481320



gift CARDS



The perfect gift for every occasion
Free standard shipping on academy.com gift card purchases



HUNTING

HOT DEAL

12⁹⁹ GunVault NanoVault 100 Gun Safe
was: 19.99



HOT DEAL

79⁹⁹ WildgameInnovations T-Series Blade 8 X Lightsout 8.0 MP Infrared Camera Style T8B20A1
was: 99.99



HOT DEAL

249⁹⁹ Barnett Jackal Crossbow
was: 319.99



HOT DEAL

14⁹⁹ GunVault NanoVault 200 Handgun Storage Safe Style NV2.00
was: 24.99



Contents not included.

HOT DEAL

6⁹⁹ American Eagle .223 Remington Rifle Ammo
was: 7.99
• 55 gr., FMJ
• 20-rd box



HOT DEAL

9⁹⁹ Plano Small Storage Tub Style 1619-01
was: 17.99
• 56-qt.



Contents not included.

FOOTWEAR

HOT DEAL

7⁹⁹ Magellan Outdoors Men's or Women's Basic Mocs
was: 9.99
Styles FWMFFS2044, FWMFFS2045



HOT DEAL

29⁹⁹ Sperry Top-Sider Kids' Intrepid or Laguna Boat Shoes
was: 39.99
Styles YB21463A, YG42010A, YB25328A



HOT DEAL

19⁹⁹ Magellan Outdoors Youth Venture Hiking Boots
was: 29.99
Style YFWMFYC1047



HOT DEAL

29⁹⁹ Magellan Outdoors Women's Amy II Casual Shoes
was: 39.99
Style FWMFWC1114



HOT DEAL

39⁹⁹ Magellan Outdoors Men's Huron Waterproof Hiking Boots
was: 49.99
Style FWMFMC1012



HOT DEAL

59⁹⁹ New Balance Women's 711 Training Shoes
was: 69.99
Style WX711LB



HOT DEAL

59⁹⁹ Nike Men's Flex Supreme Training Shoes
was: 69.99
Style 653620-001



HOT DEAL

59⁹⁹ Wolverine Men's Iron Ridge 6" Steel-Toe Work Boots
was: 69.99
Styles W01490, W01401
• ASTM F2413-11 M I/75 C/75



HOT DEAL

94⁹⁹ Justin Men's Stampede Steel-Toe Work Boots
was: 104.99
Style WK4682
• ASTM F2413-11 M I/75 C/75



RIGHT STUFF. LOW PRICE. EVERYDAY!

SATURDAY & SUNDAY HOT DEALS

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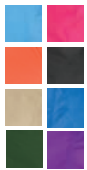
OUTDOOR LIVING

HOT DEAL

4⁹⁹ Academy
SPORTS+OUTDOORS

was: 5.99

Logo Armchair
Styles FSAAPT0011



HOT DEAL

29⁹⁹ Coleman

was: 39.99

Coleman
60-qt. Wheeled
Performance
Cooler



HOT DEAL

69⁹⁹

was: 79.99

Igloo 152-qt.
Maxcold or
Sportsman
Cooler

igloo



HOT DEAL

1⁹⁹

was: 2.49

Bottled
Water - 24 pk.



HOT DEAL

199⁹⁹ Jump Zone
14' Round Trampoline
with Enclosure
Style YSLJZOG1021
was: 212.99



HOT DEAL

249⁹⁹

was: 279.99

Outdoor Gourmet
Triton 4-Burner
Propane and
Charcoal Grill
Style CG3023E

Outdoor Gourmet TRITON



HOT DEAL

2⁹⁹

was: 5.99

Outdoor
Gourmet
16.6-lb.
Charcoal
Briquets
Style 192-680-046



SHOP ANYTIME, ANYWHERE.

+ In Store

+ Online at academy.com

+ On your mobile device

+ Via customer service at (888) 922-2336



HOT DEAL

6⁹⁹

was: 12.99



Brava
World Cup or
U.S.A.
Soccer Ball
Styles YSLBVSC1025,
YSLBVSC1058



HOT DEAL

6⁹⁹

was: 9.99

Wilson NCAA
MVP Basketball
Style WTB0760

Wilson



HOT DEAL

9⁹⁹

was: 12.99

Nike
Dominate
Basketball



HOT DEAL

69⁹⁹

was: 79.99

Head TI S6
Tennis Racquet
Style 236005



HOT DEAL

14⁹⁹

was: 29.99

Iron Gym
Extreme
Style IRONGX-MC4



HOT DEAL

179⁹⁹

was: 199.99

CAP Barbell
300-lb. Olympic
Weight Set
Style OSG-300#2



HOT DEAL

24⁹⁹

was: 29.99

iWorld
Boom Speaker
Styles DBS-2080,
DBS-2000, DBS-2001,
DBS-2004



Phone notin cluded.
Colors vary by store.

HOT DEAL

109⁹⁹

was: 119.99

Century
WaveMaster
270-lb. Vinyl
Training Bag
Style 10162-009-015



THERE'S MORE ONLINE

Visit academy.com/fitness
to shop our entire selection.

HOT DEAL

99⁹⁹

was: 119.99

Body Champ
Olympic
Weight Bench
Style BCB3590



HOT DEAL

89⁹⁹

was: 99.99

Everlast
Heavy Bag
Stand
Style 4812GDTC

HOT DEAL

49⁹⁹

was: 59.99

Everlast
70-lb.
Polycanvas
Heavy Bag
Style 4657



Items sold
separately.

RIGHT STUFF. LOW PRICE. EVERYDAY!

GRAND OPENING

SOUTH LOUISVILLE & MIDDLETOWN, KY



FRIDAY DECEMBER 5 | 8AM - 4PM*

For a complete schedule of events for each location, visit academy.com/louisville.

FREE pair of **Crocs** to the first 100 customers, starting at 8am



Up to \$39.99; Limit 1 pair per customer; must be 18 years or older.

GAMES

- Register to **WIN** a George Strait autographed guitar, and a \$500 **Academy Sports + Outdoors** gift card, courtesy of **Wrangler**, starting at 8am
- Shop **Crocs** and register to **WIN** a trip to the NASCAR race at Daytona from 8am - 4pm (Airfare and hotel included. See Crocs table for official rules.)
- Guess and **WIN** sponsored by **Jelly Belly** and **Pacific Cycles** from 10am - 4pm
- **Be a STAR** in our **FREE** photo booth from 10am - 4pm
- Everybody wins in the **Columbia Scratch and WIN** game, starting at 11am

- Register to **WIN** a pair of tickets to the **U of L vs. UK** basketball game on December 27 (Must be 18 years or older. Winner will be drawn on Sunday, December 7.)

GIVEAWAYS

- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at 10am
- **Jack Link's** - samples and tech rep from 10am-4pm
- Receive a \$10 off coupon redeemable toward the purchase of **Game Winner** product when you try on any **Game Winner** shirt, jacket, or pants (**Must be 18 years or older**. While supplies last.)

SATURDAY DECEMBER 6 | 8AM - 4PM*

FREE tackle bag to the first 100 customers courtesy of **Berkley**, starting at 8am



Must be 18 years or older; Limit 1 bag (ARV \$2999) per customer.

GAMES

- Register to **WIN** a \$500 **Academy Sports + Outdoors** gift card, starting at 8am
- Events starting at 10am:**
- Shop **Crocs** and register to **WIN** a trip to the NASCAR race at Daytona (Airfare and hotel included. See Crocs table for official rules.)
- Kids fish **FREE** in our **Shakespeare** catch tank
- **Be a STAR** in our **FREE** photo booth
- Register to **WIN** a prize package from **Honey Stinger**
- Register to **WIN** a **TaylorMade** golf bag
- Register to **WIN** a prize and visit with tech reps from **Maurice**
- Register to **WIN** a pair of tickets to the **U of L vs. UK** basketball game on December 27 (Must be 18 years or older. Winner will be drawn on Sunday, December 7.)

GIVEAWAYS

- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at 10am

APPEARANCES

- Meet **Darrell Griffith** from 2 - 3pm (**Middletown location only**.) (Early arrival suggested. Autographs not guaranteed.)
- Meet **Chris Redman** from 1 - 2pm (**South Louisville location only**.) (Early arrival suggested. Autographs not guaranteed.)



SUNDAY DECEMBER 7 | 9AM - 4PM*

FREE Mystery Gift Card¹ & **tervis** Tumbler to the first 100 customers courtesy of **Tervis**, starting at 9am



Gift card valued between \$20 and \$500. Must be 18 years or older.

GAMES

- Register to **WIN** a \$500 **Academy Sports + Outdoors** gift card, starting at 9am
- **Be a STAR** in our **FREE** photo booth from 10am - 4pm
- Shop **Crocs** and register to **WIN** a trip to the NASCAR race at Daytona from 10am - 4pm (Airfare and hotel included. See Crocs table for official rules.)
- Events starting at Noon:**
- Register to **WIN** a **Callaway** golf bag
- Kids fish **FREE** in our **Shakespeare** catch tank
- Test your skills at our **Team Sports Challenge**

- Register to **WIN** a pair of tickets to the **U of L vs. UK** basketball game on December 27 (Must be 18 years or older. Winner will be drawn on Sunday, December 7.)

GIVEAWAYS

- **FREE** **Academy Sports + Outdoors** T-Shirt to the first 1,000 customers in line, starting at 9am
- **FREE** hot dogs and bottled water, starting at Noon
- Hourly **Academy Sports + Outdoors** gift card giveaways, starting at Noon

¹No Purchase Necessary. Purchases do not increase chances of winning. Void where prohibited. Odds of winning depend on number of eligible participants. Open to legal residents of KY and IN, age 18 or older at time of entry. Retail value of all prizes is \$2920. Limit one (1) entry per person. 100 prizes provided on a first-come basis December 7, 2014 only. For complete details and official rules, visit academy.com/louisville. Sponsored by Academy Sports + Outdoors, 1800 N. Mason Rd., Katy, TX 77449.



*Event hours. Events subject to change. All giveaways, prizes, and food samples available while supplies last. No rain checks.

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