



SMART GUIDE
Strategic Merchandising And Routing/Transportation
FOR U.S. VENDORS



Dear Vendor:

Due to increasing costs associated with supply chain inefficiencies, it has become critical that we partner with those vendors committed to providing retailers with enhanced service levels. As a result, the following routing guidelines have been established. The information contained in this Routing Guide supersedes all previous Academy routing documents or instructions. All instructions and expectations must be fully complied with and become applicable to all shipments consigned to Academy. Failure to comply in full with these requirements will result in additional freight and/or labor costs, which may be passed on to the shipper in the form of a chargeback.

Academy's goal is to improve the flow of merchandise through our Distribution Centers. Therefore, penalties assessed as a result of non-compliance may be subject to reduction or reimbursement (except freight-related expenses), provided corrective action plans are taken and communicated to our Vendor Relations office within 30 days of assessment.

Please review the information in this Routing Guide carefully. Any questions concerning information contained herein or in reference to the Purchase Order should be addressed prior to shipment of goods.

EDI REQUIREMENTS

Academy is committed to the use of Electronic Data Interchange (EDI) for the purpose of exchanging purchase orders and related documents. Academy requires all vendors to have EDI capabilities that include the ability to receive the 850 Purchase Order, as well as send the 810 Invoice and 856 Advance Ship Notice, including the associated UCC-128 carton labels (refer to Carton Packaging & Labeling section of this guide). Vendors new to Academy are allowed a 90-day development grace period (if needed) from the date they are set up in our billing system. If you are EDI-capable, you may reference Academy's

mapping specifications at <http://vendor.academy.com> and contact our EDI Analyst by email at krista.johnson@academy.com to begin testing. If you are not currently EDI-capable we ask that you select a Third Party EDI Service Provider. A list of third party providers can be obtained at <http://vendor.academy.com>

Currently Traded Documents:

EDI Transaction Set	Document Name	ASC X12 Version/Release
850	Purchase Order	4010
856	Ship Notice	4010
997	Functional Acknowledgment	4010
810	Invoice	4010

PRE-TICKETING

Unless product sold by your company is specified as “Prices-Off” by your Academy buyer, merchandise is required to be ticketed with Academy retail information. The “Prices-Off” program refers to items which can be shelf, peg or fixture-labeled with selling price.

In an effort to minimize the time and cost required to move merchandise to the selling floor, Academy Sports & Outdoors is expanding our Floor Ready Program. Accordingly, we are committed to partnering with those vendors willing to ship pre-ticketed merchandise. The following pre-ticketing guidelines have been established to assist our vendors in developing tickets and labels compatible with Academy's processing requirements.

REQUIRED TICKET INFORMATION

Retail ticketed merchandise is ticketed with product-related information such as retail price, size, scannable UPC barcode, and other information, which may be important to the consumer.

The following information is required to be printed on each retail ticket for merchandise shipping to Academy.

Fixed Information:

1. Academy's logo OR similar font style and size print
(You may download our logo in jpeg format at <http://vendor.academy.com>)

Variable Information:

- 2. Retail price
- 3. Size name (for sized merchandise only, i.e.: SML, MED, XLG)
- 4. Academy Long SKU

The Academy Long Sku is a 24-digit internal code, comprised of 5 components, as follows:

Class	Vendor	Style	Color	Size
-----	-	-----	-	-----

Vendors receiving electronic purchase orders will find the long SKU in the PO1 segment, following the IN qualifier. For vendors receiving hard copy purchase orders, the long SKU can be found under the “Description” column heading.

- 5. Vendor’s UPC and associated scannable barcode (**UPC-A format only**) OR Academy’s UPC and barcode. (Required only if vendor does not print UPC on manufacturer’s hangtag)

A vendor’s prefix (UPC barcode) must be sourced from the GS1 US (formerly known as Uniform Code Council). GS1 contact information:

7887 Washington Village Drive, Suite 300
Dayton, OH 45459
(937) 435-3870
www.gs1us.org

Academy’s preferred electronic GTIN/UPC catalog service provider is Inovis. For information regarding loading UPC data, contact Inovis at 1-877-446-6847 or email salesleads@inovis.com . Academy has partnered with Inovis for the support of our master pack, consumer package, and overall item dimension information.

To ensure the most accurate and effective process for automatically retrieving these attributes, **Academy requires that you subscribe to and/or grant access to your Inovis Catalogue.** The Inovis catalogue is our preferred solution for all item information. This company-wide initiative is dependent upon cooperation from you, our business partners.

It is the vendor’s responsibility to communicate all product UPCs to Academy at time of order placement. Notify the Academy buyer immediately of changes to UPCs made by your company. A listing of UPCs by vendor, which are set up in Academy’s system may be obtained by contacting Academy’s Vendor Relations Office.

TICKET PRODUCTION

“Variable” ticket information will be provided, preferably via EDI. Please contact our Academy EDI Analyst by email, krista.johnson@academy.com, or log on to our website at <http://vendor.academy.com> for EDI mapping specifications.

Vendors creating their own tickets for Academy must obtain a ticket format code from Academy’s Floor Ready Analyst. Please email your request to vendcomp@academy.com. The “variable” ticket information must be formatted according to the *Ticket Formats* examples (page 6) for the respective ticket code.

The vendor-produced ticket must be approved prior to shipment of goods by mailing a sample of the ticket to Academy Sports & Outdoors; 1800 N. Mason Rd.; Katy, TX 77449; Attn: Floor Ready Analyst. Adhesive tickets must be submitted for approval, adhered to the manufacturer’s hangtag. Academy will not accept line item billing for expenses incurred in producing and applying tickets.

TICKET PLACEMENT ON GARMENTS

A MANUFACTURER’S HANGTAG or TAG TICKET with Academy’s retail price is required on all tops. JOKER TAGS (MATCHBOOKS), with size indicated between the score locations, are required on all shorts and pants. Academy’s retail price should either be integrated into matchbook or adhered to matchbook with an adhesive label.

When a vendor attaches a MANUFACTURER’S hangtag, Academy requires that an “adhesive” ticket be used instead of a “tag” ticket. The adhesive ticket must be adhered to the manufacturer’s hangtag according to the guidelines outlined in the GS1 US’ UPC Marking Guidelines for General Merchandise & Apparel. A copy of this publication may be obtained from the GS1 US’ Internet website at www.gs1us.org or may be purchased by telephoning the GS1 US at (937) 435-3870.

In the event that a vendor does not attach manufacturer hangtags, then retail tickets should be placed on garments according to the instructions in the following table:

GARMENT TYPE	PLACEMENT OF TAG TICKET	PLACEMENT OF JOKER TAG (MATCHBOOK)	
		Hanging	Folded
Adult & Youth Tops	Tag Ticket through backside of care label (Tagless – Tag Ticket through seam at wearer’s left underarm)	Use Tag Ticket	Use Tag Ticket
Women’s Active & Casual Shorts	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” from center seam	N/A
Men’s Active & Casual Shorts	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” right of side seam	N/A
Youth Active & Casual Shorts	Use Joker Tag (Matchbook)	On wearer’s back left side, 1” from center seam	N/A
Women’s Active & Casual Pants	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” from center seam	On Wearer’s back right side, 2” left of side seam
Men’s Active & Casual Pants	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” right of side seam	On Wearer’s back right side, 2” left of side seam
Youth Active & Casual Pants	Use Joker Tag (Matchbook)	On wearer’s left back side, 1” from center seam	N/A
Women’s Denim Jeans	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” from center seam	On wearer’s back right side, ¼” from center seam
Men’s Denim Jeans	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” right of side seam	On wearer’s back right side, ¼” from center seam
Men’s Softball, Football & Licensed Pants	Use Joker Tag (Matchbook)	On wearer’s back left side, 2” from center seam	N/A
Warm-up sets/ Swim sets	Tag Ticket through backside of care label on top and bottom garment; \$00.00 tag ticket on bottom garment	Use Tag Ticket	N/A
Outerwear/ Jackets/Ski Bibs	Tag Ticket placed under wearer’s left under arm (exception:	Use Tag Ticket	N/A

	waterproof items – through backside of care label)		
Work	Use Joker Tag (Matchbook)	Jackets/Coveralls – Centered on back collar with price facing front	Overalls – On wearer’s back ruler pocket
Body Wear (Women’s Jog Bras)	Tag Ticket placed through wearer’s front left side seam	Use Tag Ticket	N/A
Gloves	Tag Ticket through one side of left glove within 3" of cuff	Use Tag Ticket	Use Tag Ticket
Caps	Tag Ticket through crown of cap or adhesive label placed on the underside bill of cap	Use Tag Ticket	Use Tag Ticket
Hats	Tag Ticket through inside band	Use Tag Ticket	Use Tag Ticket
Towels	Flat: Tear out tag; stitched into seam	Hanging: Joker Tag (Matchbook) placed 1" inside hanger clip	Use Tag Ticket

IMPORTANT

*Hanger clamps should NOT cover the Joker Tag (Matchbook).

*Joker Tag (Matchbook) should be bar tacked to garment.

*Joker Tags (Matchbooks) are not required on certain delicate fabrics; please contact the Academy buyer for specific fabrics.

PRIVATE LABEL INTEGRATED HANGTAGS, MATCHBOOKS AND WOVEN LABELS

Private label vendors should refer to their Academy Buyer for instructions pertaining to the main label, care/content label, and integrated hangtag placement on garments. Please refer to page 4 for Joker Tag (Matchbook) placement and page 7 for size strip placement specifications.

Academy has designated Avery Dennison as our “preferred” integrated hangtag, matchbook and woven label supplier for private-branded merchandise. Please contact Avery Dennison to purchase these labels and hangtags:

Initial Contact:	Avery Dennison Contact: Gordon Kirkwood Phone: 972-851-2723 Fax: 972-726-7515 Email: Gordon.kirkwood@averydennison.com	
Domestic:	Avery Dennison Graphics Contact: Tonda Ervin Phone: 336-621-2570 Fax: 336-271-3887 Email Tonda.Ervin@averydennison.com	Avery Dennison Fabric Label Group Contact: Donna Scruggs Phone: 828-759-3427 Fax: 828-759-1956 Email Donna.Scruggs@averydennison.com
Far East:	Avery Dennison Far East Contact for Graphic Products, printed labels and heat transfers: Irene Lo email irene.lo@ap.averydennison.com Phone: 011-852-3191-4122 Fax : 011-852-3667-5172 Contact for Woven Label Products: Eva Tsang Eva.tsang@ap.averydennison.com Phone: 011-852-3146-8288 Fax: 011-852-3140-1288	

The following information is needed by Avery Dennison to process your order:

1. Vendor information including vendor name, shipping and billing address, contact name, contact phone and fax
2. Academy Purchase Order number
3. Integrated Hangtag and/or Woven Label code
4. Academy long SKU
5. Vendor UPC
6. Retail price
7. Color and size name, if applicable
8. Quantity requested

See below for minimum order quantities and lead times.

Avery Dennison Minimum Order Quantities:

Private-branded woven labels — 250

Integrated Hangtags/Matchbooks — Initial order: 250 per Academy SKU

Subsequent orders: increments of 50

Lead Times:

Domestic Woven Labels: 1 week

Domestic Graphic Labels: 3 weeks

Off Shore Woven Labels: 1 week

Off Shore Graphic Labels: 3 weeks

Lead times are contingent upon vendors maintaining a good credit status with Avery Dennison.

Off shore lead times include, and are an estimate of, shipping transit time from USA.

Academy Ticket Formats

ADHESIVE TICKET FORMATS

A,1



G,4



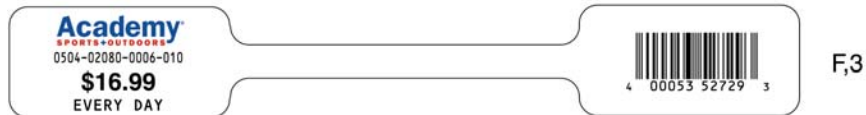
H,0



L,5



D,2



F,3

TAG TICKET FORMATS

T,7



U,8



S,6



SIZE STRIP PLACEMENT ON GARMENTS

Garment Type	Hanging	Folded
Women's Active & Casual Tops	On wearer's left front side, 8" from high point of shoulder	On wearer's left front side, 8" from high point of shoulder
Men's Active & Casual Tops	On wearer's left front side, 10" from high point of shoulder	On wearer's left front side, 10" from high point of shoulder
Youth Tops	On wearer's left front side, 8" from high point of shoulder	On wearer's left front side, 8" from high point of shoulder
Women's Active & Casual Shorts <i>Open Presentation</i>	On wearer's front left side, 2" up from bottom hem and 2" left of side seam	NA
Men's Active & Casual Shorts <i>Closed Presentation</i>	On wearer's back left side, 2" up from bottom hem and 4" right of side seam	NA
Youth Active & Casual Shorts <i>Open Presentation</i>	On wearer's front left side, 2" up from bottom hem and 2" left of side seam	NA
Women's Active & Casual Pants <i>Open Presentation</i>	On wearer's front left side, 10" down from top of waistband, 1" left of and parallel with side seam	On wearer's back right side, 10" down from top of waistband, 1" left of and parallel with side seam
Men's Active & Casual Pants <i>Closed Presentation</i>	On wearer's back left side, 10" down from top of waistband, 4" right of and parallel with side seam	On wearer's back right side, 10" down from top of waistband, 4" left of and parallel with side seam
Youth Active & Casual Pants <i>Open Presentation</i>	On wearer's front left side, 8" down from top of waistband, 1" left of and parallel with side seam	N/A
Women's Denim Jeans/Camouflage <i>Open Presentation</i>	On wearer's front left side, 10" down from top of waistband, 1" left of and parallel with side seam	On wearer's back right side, 1" below pocket
Men's Denim Jeans/Camouflage <i>Closed Presentation</i>	On wearer's back left side, 10" down from top of waistband, 4" right of and parallel with side seam	On wearer's back right side, 1" below pocket
Men's Softball, Football & Licensed Pants <i>Open Presentation</i>	On wearer's front left side, 10" down from top of waistband, 1" left of and parallel with side seam	NA
Warm-up Sets <i>Closed Presentation</i>	On wearer's front left side of jacket. Adult: 10" from high point of shoulder; Youth: 8" from high point of shoulder	NA
Outerwear/Jackets/Bibs/Camouflage	Outerwear/Jackets: On wearer's front left side, 10" (Adult) or 8" (Youth) from high point of shoulder. Bibs: 10" (Adult) or 8" (Youth) down from top of waistband, 1" left of and parallel with side seam	NA
Work	Jackets: Centered on wearer's back left sleeve	Coveralls: On wearer's front left side, 15" down from high point of shoulder Overalls: On wearer's back right side, 2" below pocket
Body Wear (Women's Jog Bras)	On wearer's front left side, 1" up from bottom hem and 2" left of side seam *Requires use of ¾" size dot	NA

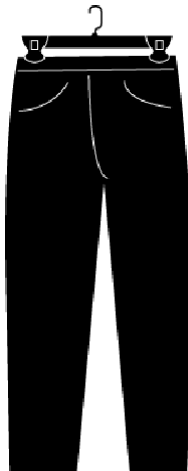
PLEASE NOTE:

- Academy requires that a size strip be applied to all garments at point of manufacture, flat or hanging, with the exception of certain fabrics that could possibly be damaged by the adhesive strips (contact your buyer for specific fabrics).
- Generic 1" x 5" size strip sticker on clear stock with black type outlined in white for all apparel merchandise with the exception of camouflage.
- Large camouflage (adult and youth) size strip sticker on orange 1.5" x 7.5" stock with black type.
- Small camouflage (gloves and infant clothing) size strip sticker on orange 1.5" x 3.74" stock with black type.
- Generic size dot on clear stock with black type outlined in white.
- Size names should appear as letters only (i.e. S, M, L, XL, XXL). Pants should have waist and inseam if applicable.

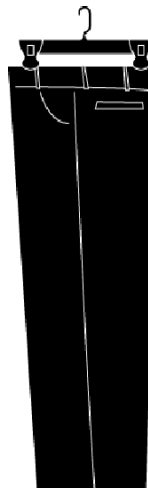
GARMENTS ON HANGERS (apparel vendors only)

Academy requires that garments merchandised on hangers be hung at point of manufacture. Please contact your Floor Ready Analyst to determine if your garments are merchandised on hangers. Do not use any extraneous items such as foam or tissue when hanging garments. **Please follow the hanging guidelines below unless otherwise instructed by your buyer.**

All women's bottoms, all youth bottoms and men's softball, football, licensed bottoms should be hung **open**:

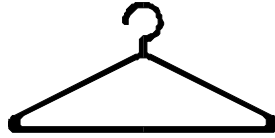


All men's athletic, casual, fishing, outdoor, swimwear, beachwear and board shorts should be hung **closed**:



CONTACT INFORMATION FOR HANGER SUPPLIERS

<u>To place orders:</u>	<u>Contact</u>	<u>Phone/Fax</u>	<u>Website/Email Address</u>
A&E Mfg. (Division of Mainetti Group)	Irma Casares-Mendoza	800-462-3843 Ext. 2703 888-997-7575 (fax) 562-484-1012 (direct line)	www.mainetti.com
Mainetti	Irma Casares-Mendoza	800-462-3843	icmendoza@usa.mainetti.com
Plasti-Form (Braiform)	Keith Dutton	US 800-738-7396	csorder@AOL.com
Plasti-Form (Braiform)	Hong Kong Customer Svc	852-2793-0163	service@plasti-form.com.hk
Randy Hangers (Division of Mainetti Group)	Irma Casares-Mendoza	800-462-3743	www.mainetti.com
Sourcing Solutions Int'l (SSI)	Laura Pappania	973-514-1400 Ext. 223 973-514-1422 (fax) 732-299-6606 (direct line)	laurapappania@ss-intl.com www.ss-intl.com

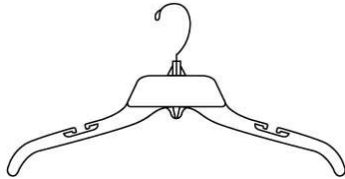


ACADEMY HANGER SPECIFICATIONS

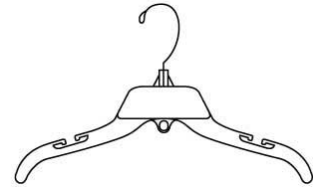
Tops

Color: Clear

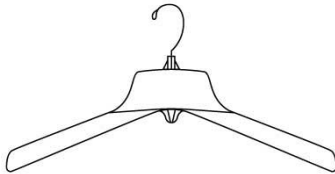
Material: K-Resin



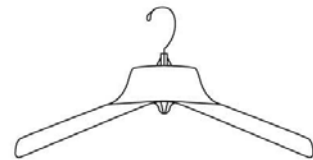
484 - Adult



485 - Youth



3328 - Adult Coat



3315 - Youth Coat

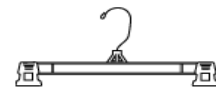
BOTTOMS

Color: Clear

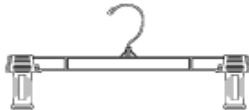
Material: K-Resin



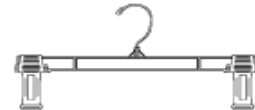
6012 - Adult



6010 - Youth



**7012 - Adult
Heavy Garment**



**7010 - Youth
Heavy Garment**

****Please Note - An approved list of Hangers for Back To School, Camo Toddler Sets, and Smaller Toddler Sets can be obtained from Buyer or Global Sourcing.**

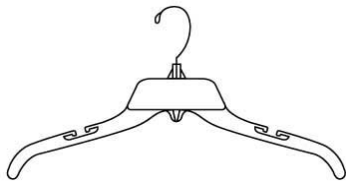
ACADEMY DISPOSABLE HANGER SPECIFICATIONS FOR SEASONAL MERCHANDISE

Approval from the Academy Vendor Relations office **MUST** be granted to ship on the hangers listed below:

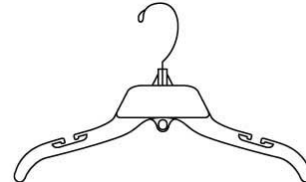
Tops

Color: Natural

Material: Polypropylene



484 - Adult



485 - Youth

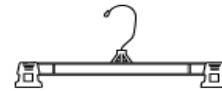
BOTTOMS

Color: Natural

Material: Polypropylene



6012 Adult



6010 Youth

SETS

Color: Natural

Material: Polystyrene/Polypropylene



467

Adult

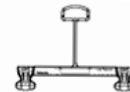


9412



472

Youth



9410

GENERAL TRANSPORTATION REQUIREMENTS

Effective 8/21/08, third-party billing will no longer exist. All collect shipments will need to be shipped to:

004
Academy Sports + Outdoors
1800 N. Mason Rd.
Katy, TX. 77449

704
Academy Sports + Outdoors
1 Academy Dr.
Jeffersonville, GA 31044

If your terms of sale are FOB ORIGIN or Academy pays the freight expense, shipments must be made on a **collect** basis, **using the designated Academy carrier**. Contact Academy Vendor Relations at vendcomp@academy.com if you do not know Academy's UPS *Collect* account number.

If your terms of sale are FOB DESTINATION you must ship **prepaid** and you may use the carrier of your choice.

Academy does not allow "prepaid and add" freight charges or handling charges to be added on to the invoices.

DESIGNATED FREIGHT CARRIERS FOR COLLECT LTL SHIPMENTS

For Shipments:	Please Use:
Less than 300 lbs and less than 20 cartons	<i>UPS – Commercial Ground</i>
Greater than 300 lbs and greater than 20 cartons	<i>Academy Logistics Department at http://Apptlog.academy.com Please click here to schedule a carrier pick up.</i>

All shipments should be made at the lowest released value per classification. Special authorization is required by the Academy buyer for all air shipments. **In the rare case of *collect* air shipments, contact Academy Logistics at (281) 646-5568 for an authorization number, which must be referenced on the Bill of Lading or Airway Bill.**

APPOINTMENTS

It is not necessary to make an appointment with Academy Logistics if you are shipping LTL shipments via UPS, Yellow Freight Systems or Conway Logistics as these carriers have pre-set appointments with Academy. **All LTL shipments NOT shipped via UPS, ABF, Old Dominion, Yellow Freight Systems or Conway Logistics and all TL shipments require that a delivery appointment be made by 2pm CST the business day prior to delivery.**

It is important that vendors provide accurate pallet count, weight, and cube information when requesting routing as this information serves as the basis for designating the lowest cost TL carrier for pick up. **Vendors supplying Academy with incorrect cube information are subject to being charged back**

any incremental freight costs incurred by Academy as a result of selecting a non-competitive carrier based on such incorrect information.

Vendors shipping prepaid freight to Academy should ensure that their contracted freight carriers schedule delivery appointments according to our routing guidelines and arrive at our Distribution Center at their scheduled delivery time. Chargebacks issued for violating this requirement will be the responsibility of the Academy vendor. Freight carriers may go to <http://vendor.academy.com> to schedule a delivery appointment.

Academy will **not** pay appointment notification charges; payment for any expenses incurred in making appointments should be negotiated with the shipper.

SHIPPING WINDOWS

The “ship date” is defined as the date of departure from your shipping dock as signed by the driver at the point of pick-up on the Bill of Lading or Freight Bill. Shipments to Academy should have a “ship date” on or between the “ship” and “cancel” dates as indicated on our purchase order. Shipments outside these shipping windows are subject to refusal or a handling charge. Authorization must be obtained from the buying office to ship outside these shipping windows.

Purchase orders should be consolidated and shipped complete. **Academy will chargeback all freight expenses incurred in the shipment of backordered merchandise.**

BACK ORDER POLICY

Academy will not accept backordered merchandise for any of the following types of Purchase Orders:

1. *Auto Replenishment (AR)* – Replenishment orders triggered by inventory and basic stock levels used to reorder merchandise on a regular schedule.
2. *Pack-by-Store (QR)* – Store assortments packed in individual cartons and marked by store.

These Purchase Orders must only ship once and all backorders must be cancelled.

All other Purchase Orders should be shipped complete unless the backorder is authorized by the Academy buying office. **Academy will chargeback all freight expenses incurred in the shipment of backordered merchandise.**

BILLS OF LADING

Consolidate on one Bill of Lading (BOL) all shipments shipped on the same day to each Academy location, regardless of purchase order number. The Academy locations are as follows:

Academy Katy, TX

Academy Dallas, TX

Academy Twiggs County, GA

1. Shipments made on consecutive business days will be treated as though multiple shipments were made on the same day without consolidating onto one Bill of Lading. This will result in a chargeback. Do not split POs between shipments. All cartons associated with one PO must be shipped on a single shipment. All POs for all merchandising departments that are shipped on the same day to the same location must be on a single Bill of Lading (BOL).
2. Merchandise must be described on the Bill of Lading with the correct National Motor Freight Classification item number and/or class, with any appropriate densities.
3. All shipments are Shipper Load and Count (SLC). Truckload shipments must be sealed by the shipper.
4. Every shipment must have its own unique Bill of Lading. If the shipment requires more than one trailer, each trailer's Bill of Lading must reflect the exact contents of that trailer. Note: See "Packing Lists" section for packing list requirements if shipping multiple truckloads on one Bill of Lading.
5. All Bills of Lading must contain the following information:
 - A. Shipper's name and address
 - B. All Purchase Orders contained within the shipment
 - C. For palletized shipments, number of pallets **and** number of cartons per pallet
 - D. Total Carton count by Purchase Order (must match total count on Bill of Lading)
 - E. Weight of shipment
 - F. Cubic feet of shipment
 - G. Notation of special handling requirements such as "Hazardous Material" or "Serialized Merchandise"
 - H. Volume Price Quote Number if applicable
 - I. National Motor Freight Classification item and/or class

For prepaid freight shipments not accompanied by the shipper's original Bill of Lading, **it is the shipper's responsibility to ensure that ALL Academy-required Bill of Lading information is transferred onto the carrier's Freight Bill document.**

PACKING LISTS/ASN

Vendors sending EDI 856 Advance Ship Notices are required to transmit the 856 documents prior to shipment of goods. **Shipments received at our facility without the necessary ASN data on file for receiving will result in a chargeback.** Please verify receipt of your 856 by Academy as we will transmit the 997 in return. If not received within 24 hours email vendcomp@academy.com to manually confirm receipt. Note: Please do not resend without first checking.

Vendors temporarily exempted from our ASN requirement are required to provide a separate packing list for each purchase order and it should:

- a) **For UPS shipments:** Be placed on the **inside of each carton.**
- b) **For all other shipments:** Be included with the Bill of Lading and presented to the carrier with the merchandise

OR

Placed inside/outside of the lead carton and labeled "Lead Carton" or "Packing List Enclosed."
For non-ASN shipments requiring more than one trailer, packing lists should be provided for each trailer and should reflect the exact contents of that trailer.

All packing lists must contain the following information:

- A. Vendor name, address, telephone number.
- B. Detailed information by Purchase Order being shipped, including:
 - a. Number of cartons by style, size, color, and width
 - b. Number of units ordered, shipped or backordered
 - c. Notation of special handling requirements such as "Hazardous Material" or "Serialized Merchandise"
- C. Number of cartons by final store destination (for Pack-By-Store vendors only)

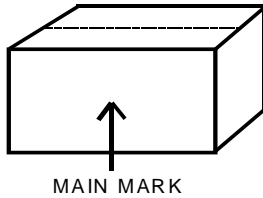
CARTON PACKAGING & LABELING

All cartons shipped to Academy must meet the following weight and dimensional requirements in order to be conveyable:

	Minimum	Maximum
Length	12"	42"
Width	10"	31"
Height	4"	31"
Weight	2 lbs	50 lbs

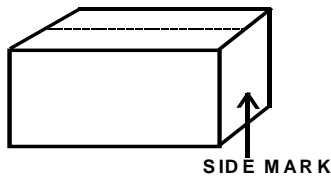
If an entire shipment for a PO is lighter or smaller than our minimum *OR* one single item is larger or heavier than our maximum, then it is exempt from the above requirements (i.e.: pool tables, canoes, etc.)

MAIN MARK:



DC#:
PO:
STYLE:
COLOR:
SIZE:
QTY:
CASE NO:

SIDE MARK:



PO:
QTY:
NT WT:
GR WT:
MESU:

The following information must be clearly visible on the outside of each carton:

- A. Distribution Center # Example: 004-Katy or 704-Twiggs (TCDC)
- B. Purchase Order Number
- C. Style number
- D. Quantity by style (and size, color, width, if applicable)
- E. Carton number (ie, carton 1 of 3)
- F. Notation of special handling requirements such as "Hazardous Material" or "Serialized Merchandise"
- G. Scannable UPC Barcode (representing the saleable unit within)

Vendors transmitting EDI ASN data must format the information above using a VICS-approved

UCC/EAN-128 label. This label must additionally include names and addresses of both the vendor and Academy distribution center, store numbers for the DC and store (for Pack-By-Store shipments only), and a human readable and scannable UCC barcode. A sample label may be obtained from Academy's EDI Implementation Manual online at <http://vendor.academy.com>.

When shipping more than one SKU per pallet or loose cartons, Academy requires one UCC-128 Label per carton. Although there is no specific requirement for placement of the UCC-128 label, it should be placed in the most visible area, preferably one of the four corners of the carton and not under a taped area that can be torn off once the tape is removed. **For heavy items, labels should be placed on outer side of product that's visible when stacked/palletized.

Where possible, multiple cartons containing the same item/SKU should be palletized and shrink-wrapped. When shipping Pure Pallet (Single SKU Pallet) Academy requests one UCC-128 Label per pallet, treating the entire pallet as one large carton within the ASN. The total unit quantity should be referenced on the UCC-128 carton label (not the carton qty). The UCC-128 Label should be placed directly on one of the cartons where it is easily visible, **NOT on the shrink wrap**.

Except in the case of Pack-By-Store shipments, cartons must be packed with **only one SKU per carton, one purchase order per carton**.

Ties or straps should NOT be used on cartons except when absolutely necessary to protect heavy or bulk merchandise during shipping.

PACK-BY-STORE

Pack-By-Store (PBS) enhances the flow of merchandise through the supply chain. PBS ordering is initiated by the buyer. Once approached by the buyer, the vendor will go through an approval process. In order to be approved for PBS, the vendor will need to comply with the following requirements:

- Vendor must be fully EDI compliant:
 - 850 Purchase Order
 - 810 Invoice
 - 856 Advanced Ship Notice and corresponding UCC-128 carton labels.

- Product must be "floor-ready" to ensure the optimal flow.

PBS orders are packed based on individual store specific needs. Each carton is marked and labeled for that specific store.

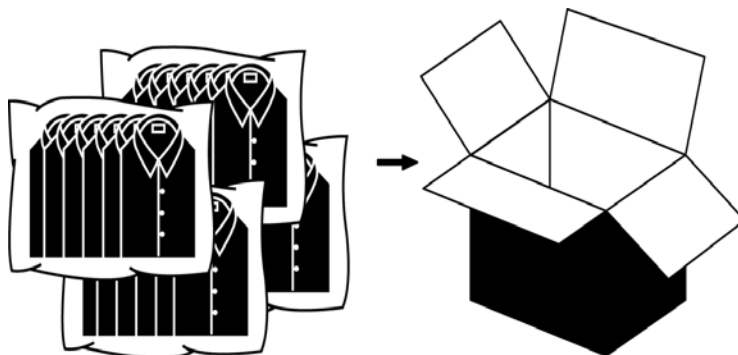
Mixed SKUs (multiple style/color/size) cartons are acceptable for PBS orders as long as the carton is packed for one store and one PO. Conveyable cartons are preferred and most efficient for processing of PBS orders (please reference carton dimension requirements above).

Consolidating store specific PBS cartons into a larger master carton is suggested to meet conveyable weights and dimensions. If this process is followed the UCC Label should be provided on the master carton, reflecting the total sellable units within.

PREPACKS

When “prepack” merchandise is ordered, each “prepack” combination should be packaged as a separate unit within the carton, grouping them together inside polybags or rubber bands*.

Example: A vendor “prepacks” shirts S-XL with the following breakout: 1-Sm, 2-Med, 2-Lg, 1-Xlg. Each prepack combination is polybagged. There is a total of 24 units in the carton, 4 polybags of 6 units



*Rubber bands should only be used for merchandise shipped on hangers.

Merchandise ordered by size as indicated on the Purchase Order should NOT be shipped in “prepack” unit combinations.

MASTER / INNER PACKS

All vendors must provide Academy with Master Pack and Inner Pack quantities, as defined below, by SKU for the products sold to Academy.

Master Pack — the number of saleable units contained within a vendor’s outermost carton.

Inner Pack — the number of saleable units grouped together by some packaging material (usually cellophane, rubber bands, or card board) within a master carton.

Inner and outer pack quantity information is important to Academy as it is used to set replenishment levels in order to maximize the flow of merchandise through our Distribution Center. Therefore, **we require that vendors notify our buying offices, prior to shipment of goods, of any pack configuration changes made to your company’s current price list.**

PRODUCT PACKAGING & LABELING

Each saleable item must be marked with the following information:

Industry standard UPC number and scannable barcode (UPC-A format only), sourced from the GS1 US (formerly known as Uniform Code Council)

GS1 US contact information:

7887 Washington Village Drive3
Suite 300
Dayton, OH 45459
(937) 435-3870
www.gs1us.org

OR An Academy-provided UPC number and associated scannable barcode

Academy's preferred electronic GTIN/UPC catalog service provider is Inovis. For information regarding loading UPC data, contact Inovis at 1-877-446-6847 or email salesleads@inovis.com. Academy has partnered with Inovis for the support of our master pack, consumer package, and overall item dimension information.

To ensure the most accurate and effective process for automatically retrieving these attributes, **Academy requires that you subscribe to and/or grant access to your Inovis Catalogue.** The Inovis catalogue is our preferred solution for all item information. This company-wide initiative is dependent upon cooperation from you, our business partners.

Do not use any of the packaging materials below:



No pins



No clips



No tape

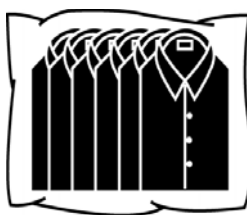


No tissue

For Apparel Merchandise:



No Individual polybags per garment



One sealed outer polybag per inner pack

INVOICING

1. If not transmitting the EDI 810 Electronic Invoice, invoice must NOT be included in shipments, but must be mailed separately to:

Academy Sports & Outdoors
1800 N. Mason Road
Katy, TX 77449
Attn: Accounts Payable

2. Academy's Purchase Order number must be referenced on each invoice and each Purchase Order **MUST** be invoiced separately.
3. Invoices must reference the Academy store number for merchandise that is drop shipped to a store.
4. Academy does not allow "prepaid and add" freight charges or handling charges to be added to the invoices.

RETURN GOODS

All returns, defective or otherwise, will be returned FOB Origin, Freight collect on the carrier of your choice unless other arrangements have been made (i.e., defective allowance).

CONTACTS

Questions Regarding	Contact	Phone Number
Non-Compliance Chargebacks	Vendor Relations	vendcomp@academy.com
Packaging & Labeling	Vendor Relations	vendcomp@academy.com
EDI	EDI Analyst	krista.johnson@academy.com
Pre-ticketing/GOH/Source Tagging/UPC Questions	Floor Ready Analyst	vendcomp@academy.com
Invoicing	Accounts Payable	accounts.payable@academy.com
Shipping & Routing	Logistics	domestic.logistics@academy.com

NON-COMPLIANCE CHARGEBACK SCHEDULE

The following penalties will be assessed per infraction per Purchase Order shipped. In the event that a chargeback has been issued against your company, Please contact our Vendor Relations Department via email at vendcomp@academy.com to discuss plans for improvement. **If corrective action has been taken and communicated to our office within 30 days of the assessment, penalties may be subject to reduction or reimbursement** (except freight-related penalties, labor charges and repeat offenses).

Transportation

- Shipping by non-designated freight carrier \$100 + Freight difference
- Truck order not used \$50 + Carrier incurred charges
- Merchandise shipped to an incorrect location \$1000
- Incorrect cube information provided on the Appointment Request Form \$50 + Freight difference
- Vendor's carrier not arriving within 1 hour of Scheduled delivery time (prepaid carriers only) \$100
- Appointment notification changes (ANC) \$50 + Full ANC amount
- Detention charges / Failure of shipper load and Count freight \$50 + Carrier incurred charges
- Prepaid freight that is sent collect \$50 + Freight difference
- Shipments not made at lowest released value Per classification \$100 + Freight difference
- Unauthorized air shipment \$50 + Carrier incurred Charges
- Unauthorized shipment of merchandise direct To store \$1000

Shipment Timing

- Shipment shipped before ship date or after Cancel date indicated on Purchase Order \$1000 or Shipment refusal
- Orders not shipped complete; merchandise back-Ordered \$1000 + Full freight on back-ordered Merchandise

Bills of Lading

- Failure to separate or consolidate Bill of Lading \$500 + Freight difference
- No National Motor Freight Classification number \$50
- Incorrect / missing shipper information \$100
- Incorrect / missing weight information \$100

- Incorrect / missing carton count per pallet information \$100
- Incorrect / missing PO information, i.e.:list of PO's Included in shipment, total cartons per PO \$250
- Special handling requirements not noted for hazardous Or serialized items \$100
- Failure to reference Volume Price Quote Number On Bill of Lading \$250 + Incremental freight

Packing Lists/ASN

- Missing packing list with the physical shipment \$250
- "Lead Carton" or "Packing List Enclosed" not marked on lead carton \$250
- Missing / Late ASN \$1000
- Incorrect / missing information on ASN \$1000
- Incorrect / missing information on packing list \$250
- Special handling requirements not noted for hazardous Or serialized items \$100

Product Packaging and Labeling

- Incorrect / missing UPC number for each unique, Saleable item shipped \$1000
- Apparel shipped without size strip \$250 + Labor charges
- Fragile merchandise not marked and/or packaged properly \$500 + Labor charges
- Apparel shipped with non-approved hangers \$1000
- Apparel designated to be hung, but shipped without hangers \$500 per 1000 units
- Apparel shipped with pins, plastic, tissue, clips, Cardboard insertions or other extraneous Packaging material \$150
- Apparel shipped with individual poly bags, without Outer poly bags \$150
- Merchandise ordered by size but shipped in pre-Pack units or vice-versa \$1000

Pre-Ticketing (If Applicable)

- Goods arrived without tickets or only partially Ticketed \$250 + Labor charges
- Incorrect human readable information (sku, retail) \$250 + Labor charges
- UPC codes unscannable or constructed incorrectly \$1000 + Labor charges
- Tickets mixed on goods between style, colors, and/or size \$250 + Labor charges

- Merchandise arrived with incorrect ticket placement \$250 + Labor charges

Carton Packaging and Labeling

- Mixed SKUs or mixed POs in a carton \$250
- Incorrect / missing information on carton labels \$250
- Carton contents not matching ASN detail \$1000
- Unscannable / missing UCC-128 carton labels \$1000
- Carton outside of weight / dimensional requirements \$150
- Handling requirements not noted on carton for Hazardous or serialized items \$100

Invoicing

- Invoices included with shipment, not mailed separately \$150
- Freight prepaid and added to invoice \$50 + Freight difference
- Missing or wrong purchase order number on invoice \$150

Merchandise Shipment Errors

- Merchandise shipped in excess of quantity ordered \$250
- Merchandise shipped short of quantity on packing list \$150 + COGS on each Item short
- Unauthorized substitutions / merchandise shipped Though not ordered on PO \$250 + Reduced COGS
- Defective merchandise / quality of merchandise \$1000 + Labor charges

Pack-By-Store

- Shipments that must be reworked due to inaccurate Picking or ticketing (overages, shortages, wrong Merchandise) \$250
- Incorrect / missing information on packing list pertaining To number of cartons by store \$250
- Incorrect / missing store number on cartons \$250
- Cartons packed with merchandise for more than One store \$250