



BSN SPORTS and Herff Jones Finalize Merger

(Dallas, TX.) Today, BSN SPORTS and Herff Jones, based in Indianapolis, IN. finalized their previously announced merger.

Herff Jones is a leading provider of graduation, recognition and school spirit products. Its offerings include yearbooks, class rings, caps and gowns, diplomas, educational products and cheerleading training camps, competitions and uniforms.

BSN Sports is a leading distributor of sports equipment and team apparel whose products are sold to over 130,000 schools, youth sports programs, YMCAs, YWCAs, park and recreational organizations, colleges, churches, government agencies, athletic teams, athletic clubs and sporting goods dealers.

The merger of these leading companies is expected to enhance the educational experience for many and provide a broader array of products and services to the company's customers, educators, parents and students.

Terms of the final agreement were not disclosed.

Barnes & Thornburg and McGlinchey Stafford acted as legal counsel to Herff Jones and Jefferies LLC acted as financial advisor. Jefferies Finance LLC and PNC Financial Services Group Inc. provided a financing commitment to Herff Jones. Weil Gotshal & Manges LLP acted as legal advisor to BSN.

About Herff Jones

Herff Jones works closely with customers to create a climate of achievement through graduation products, class rings and jewelry, yearbooks, motivation and recognition tools, educational products and cheerleading training camps, competitions and uniforms. The company provides guidance, support and quality products to elementary and middle schools, high schools, colleges and universities, church organizations, professional and collegiate sports teams, and corporations. Founded nearly 100 years ago, Herff Jones is an employee-owned organization focused on building long-term relationships through a nationwide network of trusted, expert sales representatives.

About BSN Sports

BSN Sports, Inc., formerly, Sports Supply Group, Inc. is a leading marketer, manufacturer and distributor of sporting goods and team uniforms in the United States. BSN markets via three million direct catalogs, over 70 telesales professionals, more than 300 direct sales professionals and 8 e-commerce sites to over 100,000 institutional customers across the United States.

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