



## **BSN SPORTS ACQUIRES SPOKANE ATHLETIC SUPPLY**

- Establishes Platform for Rapid Growth in Northwestern United States
- BSN Now “Employee-Owned”; Accelerates Expansion Plans via ESOP Program

(Dallas, TX.) BSN SPORTS, the nation’s largest direct marketer and distributor of sporting goods to the school and league markets, today announced it has completed the acquisition of Spokane Athletic Supply based in Spokane, WA. Spokane Athletic Supply (“SAS”), family owned and operated since 1939, is the leading distributor of team apparel and equipment in the Pacific Northwest. Prior to this acquisition SAS was a member of the SPORTS INC. buying group.

“We are thrilled to welcome the men and women of SAS to the BSN SPORTS family”, said Adam Blumenfeld, the company’s Chairman and CEO. “Jeff Sweat; his family, and team are everything we look for in business partners. Their commitment to service, excellence and growth is a perfect cultural fit with the 350 sales professionals we have nationwide. We welcome Jeff to the BSN SPORTS Regional Management Team and look forward to a terrific future together.”

Jeff Sweat commented: “I had a number of options when considering the legacy of my family business. Frankly, partnering with BSN SPORTS stood out as the obvious choice. With the best people, technology, product and platform in the industry, I could not imagine a better home for my team. And now that BSN is an employee-owned organization, we become actual owners of the business! For the first time ever, we get a chance to build significant retirement value in addition to annual income. BSN makes sporting goods – at long last – a career ... not just a job!”

Mr. Blumenfeld concluded: “With the addition of SAS, we have added nearly 100 sales professionals in the last twelve months. This would be impossible without the tireless efforts of Tevis Martin, our Executive Vice President; Bob Dickman – Director of Acquisitions; Michael Caravati – Director of Recruiting, and the numerous support and transition teams that make it all happen without missing a beat. We have recently added valuable team-mates across the USA, including Oklahoma, California, Texas, Mississippi, West Virginia, Ohio, New York, Florida and Tennessee. We will continue to seek out partners that share our values and have a passion for building lifelong relationships with customers.”

If you are interested in joining the fastest growing employee-owned organization in sports, contact Tevis Martin at [tmartin@bsnsports.com](mailto:tmartin@bsnsports.com) or Bob Dickman at [bdickman@bsnsports.com](mailto:bdickman@bsnsports.com).

## ABOUT BSN SPORTS

BSN SPORTS is the nation's leading marketer and distributor of sporting goods equipment and apparel. The company has more than 350 sales professionals serving local communities, supported by a network of 70 territory managers; more than 3.0 million catalogs and a family of websites focused on enriching the experience of sports and physical education in more than 100,000 institutions nationwide. On June 26, 2013 BSN SPORTS merged with Herff-Jones, a leading supplier of class rings; caps and gowns; yearbooks and cheerleading products and competitions. Collectively the company now sports more than 1000 teammates serving schools in local communities. Herff Jones, headquartered in Indianapolis, Indiana, is one of the nation's oldest employee-owned organizations.