



BSN SPORTS AND POP WARNER LITTLE SCHOLARS ANNOUNCE PARTNERSHIP

BSN SPORTS to serve as official distributor of Pop Warner Football Uniforms

LANGHORNE, Penn. (November 4, 2013) -- Pop Warner Little Scholars, Inc., the nation's largest and oldest youth football, cheer and dance organization, today announced a partnership with BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school and league markets. Under the agreement, BSN SPORTS will serve as the official distributor of Pop Warner Alleson football uniforms - including jerseys, pants and socks. BSN SPORTS will also participate in Pop Warner's annual grant and scholarship programs and offer football products to Pop Warner groups nationwide.

"We look forward to partnering with BSN SPORTS to ensure our football players nationwide are equipped with premium football uniforms for practice and competition," said Mary FitzGerald, COO of Pop Warner.

"We are thrilled to partner with the oldest and most prestigious youth football organization in America", said Adam Blumenfeld, Chairman and CEO of BSN SPORTS. "The combination of our more than 360 local field sales professionals; 70 territory managers; 3 million catalogs and digital assets will work in harmony to serve the more than 400,000 children involved in Pop Warner programs. We look forward to a long and mutually rewarding partnership with Pop Warner; its regional leaders, coaches and loyal participants."

About Pop Warner Little Scholars, Inc.

Founded in 1929 and headquartered in Langhorne, PA, Pop Warner Little Scholars is the world's largest youth football, cheerleading and dance organization and the only youth sports organization that emphasizes academics as a prerequisite for participation. Currently there are over 400,000 children in Pop Warner organizations in 43 states, Scotland, Germany, Russia, Japan and Mexico. The NFLPA estimates that 70% of all current NFL Players got their start in Pop Warner programs. For more information on Pop Warner and its programs visit popwarner.com, our [Facebook page](#) and follow us on [Twitter](#).

About BSN SPORTS

BSN SPORTS is the nation's leading marketer and distributor of sporting goods equipment and apparel. The company has more than 360 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.

Contact Melissa Gosling at BSN SPORTS 972.243.8100 for more information