



## **BSN SPORTS ACQUIRES SPORTS PAGE TEAM IN PELLA, IA.**

*January 8, 2019, Dallas, TX* -- BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school and league markets and a division of Varsity Brands, today announced that it has finalized the acquisition of Sports Page Team, LLC ("Sports Page") based in Pella, IA. Sports Page, which has served athletic and team sports customers since 1978, is a leading distributor of team sports apparel and equipment in Iowa and eastern Nebraska.

"Sports Page was born in Central Iowa, and for 40 years Todd Thimesch & Phil Hemming have built a business that has earned the trust and loyalty from the region's most prestigious customer base," said Terry Babilla, BSN SPORTS' President. "We are confident that their future will be even brighter, as Sports Page Team customers will continue to have access to the same great products and customer service experience with the added benefit of BSN SPORTS' inventory, industry leading resources, and superior technology. We look forward to a bright future together and to bringing immediate benefits to customers and employees alike."

Todd Thimesch & Phil Hemming, Co-Owners of Sports Page, added, "This truly is a win-win situation for everyone involved, including our customers, our employees, and for BSN. In addition to the many benefits of our Team Division joining forces with BSN, our Sports Page Pella retail store will remain open under the same ownership and our production facility in Pella will remain open, operating under new management and a new name, Windmill Print and Stitch, where they will do contracting printing work for BSN. We couldn't be happier for this exciting partnership, and we are eager to get started as a unified, dynamic and growing entity."

Mr. Babilla concluded, "For BSN SPORTS, 2019 begins as 2018 ended: with growth and expanded opportunities for our stakeholders and customers. With the addition of Sports Page, we have now added over 200 sales professionals in the last twelve months, including valuable teammates in Colorado, Florida, New York, Texas, Pennsylvania, New Jersey, Alabama, Georgia, Washington, Utah, Kentucky and, now, Iowa. We will continue to seek out partners that share our values and have a passion for building lifelong customer relationships."

If you are interested in joining the fastest growing organization in sports, with more than 900+ sales representatives nationwide, please contact Tevis Martin at [tmartin@bsnsports.com](mailto:tmartin@bsnsports.com), or Dan Dickman at [ddickman@bsnsports.com](mailto:ddickman@bsnsports.com).

### **About BSN SPORTS**

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop

shopping for equipment and uniforms, BSN SPORTS' more than 2,000 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit [www.bsnsports.com](http://www.bsnsports.com).

### **About Varsity Brands**

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: Herff Jones, a Varsity Achievement Brand; BSN SPORTS, a Varsity Sport Brand; and Varsity Spirit. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 8,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.

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