



BSN SPORTS ACQUIRES GULF COAST ATHLETIC SUPPLY, INC. IN TEXAS

January 16, 2018 (Dallas, TX.) BSN SPORTS, a Varsity Brands company and the nation's largest direct marketer and distributor of sporting goods to the school and league markets, today announced it has acquired Gulf Coast Athletic Supply, Inc. ("GCAS"), based in Sugar Land, Texas. GCAS, which has served team customers since 1990, is a leading distributor of team apparel and equipment in the south coast region of Texas, including the Greater Houston market.

"We are thrilled to welcome Beau & Josh Blackard and their talented team to the BSN SPORTS family," said Terry Babilla, BSN's President. "GCAS will contribute a talented group of team sports professionals to our growing organization and, just as importantly, their culture of stellar customer service and a 'customer first' commitment is a perfect fit with our approach to the team sports and community marketplaces. Together with our 800+ sales professionals nationwide, this combination contributes to our incomparable one-stop shop and we look forward to a bright future together."

Ron Blackard, President of GCAS, said, "Joining forces with BSN SPORTS represents a rare opportunity to rapidly expand services and new product lines to our customer base of the past 27 years. I am also confident that BSN's excellent track record of creating expanded opportunities for employees will benefit our own team, and we are excited to join BSN SPORTS and help shape the future of team sports in Texas."

Mr. Babilla concluded: "The GCAS acquisition builds on BSN's notable growth over the past year, which includes the addition of over 200 sales professionals in key markets such as Alabama, Georgia, Washington, Utah, Kentucky, Ohio, Maryland, Virginia, Oregon, Idaho and California. We will continue to seek out partners that share our values and possess a passion for building lifelong customer relationships."

If you are interested in joining the fastest growing organization in sports, contact Tevis Martin at tmartin@bsnsports.com or Bob Dickman at bdickman@bsnsports.com.

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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.

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.