



BSN SPORTS ADDS PENNANT SPORTS TO ITS INDUSTRY-LEADING TEAM SPORTS PLATFORM

January 22, 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 Birmingham, AL-based Pennant Sports, Inc. ("Pennant"). Pennant, previously named JP Sports, has been serving team customers since 1989, and is a leading distributor of team sports apparel and equipment in the Birmingham, AL metro area.

"Robb Dern and the talented Pennant Sports team have done a superb job serving customers in the Birmingham, AL market for more than 25 years," said Terry Babilla, BSN SPORTS' President. "We believe they will be a particularly excellent fit for BSN SPORTS, as our industry-leading softball and baseball selection will complement Pennant's status as the official tournament supplier of Dixie Boys and Majors League baseball and the official tournament supplier for Dixie League Softball. Pennant customers will now have access to unparalleled selection, service and scale. We welcome them to the BSN platform and look forward to a bright future with Robb and his colleagues."

Robb Dern, Owner & President of Pennant Sports, added, "We are thrilled to join the BSN SPORTS team, and believe our customers and employees will see immediate tangible and lasting benefits. Our two organizations share an unrelenting focus on providing the best quality products and service to our customers – and now Pennant will be in an even stronger position to offer our customers a broader range and depth of products. Together with BSN SPORTS, we will be able to respond to our customers' needs in a manner that extends far beyond our single-store capabilities."

Mr. Babilla concluded: "With the addition of Pennant Sports, Inc, we have now added close to 250 sales professionals in the last twelve months, including valuable teammates in Texas, Pennsylvania, New Jersey, Minnesota, Florida, New York, Alabama, Georgia, Washington, Utah, and Kentucky. 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, contact Tevis Martin at tmartin@bsnsports.com, Bob Dickman at bdickman@bsnsports.com or Dan Dickman at 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.

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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