



**BSN SPORTS Invests in Innovation and Digital;
Promotes Kurt Hagen to CIO and adds Jared Drinkwater as CMO**

February 20, 2017 (Dallas, TX.) BSN SPORTS today announced that Jared Drinkwater will join the team as Chief Marketing Officer, effective February 20th. Mr. Drinkwater joins BSN SPORTS from Pizza Hut®, where he most recently served as Vice President of Marketing. He will report directly to BSN SPORTS CEO, Adam Blumenfeld.

He succeeds Kurt Hagen, who will assume new leadership responsibilities as Chief Innovation Officer. Mr. Hagen and his team will focus on improving the customer journey and creating proprietary technology solutions to deliver a best in class digital experience.

These changes will increase BSN SPORTS' commitment to brand development, sales force effectiveness and digital engagement across the platform.

Chief Executive Officer Adam Blumenfeld remarked, "It's such a pleasure to recognize Kurt and his terrific achievements over the past 11 years that have paved the way for his new role as CIO. I'm also thrilled to welcome Jared to the company as our CMO. Every day at BSN SPORTS our focus starts with the customer, and how we can continuously improve engagement. Whether through one of our 750 local market sales professionals, 125 territory managers, or quickly expanding digital platform, we constantly strive to improve each interaction and leverage our omni channel approach to holistically serving the team sports and community marketplaces. We will continue to invest in the best people, processes and programs to further our mission of creating game changing solutions that surprise and delight our customers and deliver on our promises."

Jared Drinkwater brings 18 years of marketing experience to BSN SPORTS, with expertise in the Consumer Package Group, Restaurant and Sports/Entertainment industries. In his most recent role as VP of Marketing at Pizza Hut®, he oversaw brand strategy and experience, advertising, media and pizza innovation for the \$6B Pizza Hut brand. Prior to Pizza Hut, Jared spent 7 years at Frito-Lay, where he managed all media, advertising, brand and sales strategy for the \$2B Doritos and \$1.3B Cheetos brands.

Mr. Drinkwater earned a BA from the University of Michigan and an MBA from the Kellogg School of Management at Northwestern University.

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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. The company proudly serves over 5 million athletes and community supporters annually through its team and community-based programs. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 1,600 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.