



## **BSN SPORTS ACQUIRES THE TEAM SALES DIVISION OF JANOR SPORTS IN NAPERVILLE, IL.**

*February 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 the team division of Janor Sports, LLC ("Janor Team"), based in Naperville, IL. Janor's sports events business, operated in conjunction with its parent company, Athletx Sports Group, LLC, was not included as part of the acquisition and will continue business in the normal course as it has since 2005.

Terry Babilla, BSN SPORTS' President, said, "This is a milestone transaction for the Janor Team and its customers, as they will now benefit from access to the same great products and customer service experience with the added benefit of BSN SPORTS' inventory, industry leading resources, and superior sales platform. We look forward to a seamless and uninterrupted transition and to a bright future together. We welcome Janor Team members to the BSN SPORTS family." Rich Janor, Founder and President of Janor, added, "BSN SPORTS is the best in the business, and our team sports customers will be in trusted and highly-capable hands moving forward. Serving the suburban Chicago sports community for over 12 years has been a tremendously enjoyable and rewarding endeavor, but we're ready for the next chapter. This transaction will enable us to be laser focused on building our industry-leading event and media company, which has evolved into a year-round, nationwide business that continues to skyrocket. This is a big win for everyone involved."

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 Janor Sports, we have now added over 200 sales professionals in the last twelve months, including valuable teammates in Missouri, Michigan, Colorado, Florida, New York, Texas, Pennsylvania, New Jersey, Alabama, Georgia, Washington, Utah, Kentucky and, now, Illinois. 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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