



BSN SPORTS ACQUIRES MIDWEST SPORTSWEAR & ATHLETIC SUPPLY, INC. IN MINNESOTA

February 27, 2018 (Dallas, TX.) BSN SPORTS, the nation’s largest direct marketer and distributor of sporting goods to the school and league markets, today announced it has completed the acquisition of Midwest Sportswear & Athletic Supply, Inc. (“MSAS”) based in International Falls, MN. MSAS, serving team customers since 2000, is the leading distributor of team apparel and equipment in Northern Minnesota.

“We are thrilled to welcome Dieter Humbert to the BSN SPORTS family”, said Terry Babilla, BSN’s President. “MSAS will contribute an experienced team of sporting goods professionals to our growing organization. Their culture of great customer service perfectly aligns with and will support our mission of being at the heart of the game. Together, we will be able to better support our coaches so they can in turn have a positive impact on the lives of student athletes. Now, with our 800+ sales professionals nationwide, this combination creates an incomparable one stop shop and we look forward to a bright future together.”

Dieter Humbert, President of MSAS, said “I am excited to join the BSN Family. I am confident that the product line, resources, competitive prices & the sales support staff will help us serve our loyal customers – and welcome new ones- even better.”

Mr. Babilla concluded: “With the addition of MSAS, we have added over 200 sales professionals in the last twelve months, including valuable teammates in New York, Texas, Alabama, Georgia, Washington, Utah, Kentucky, Ohio, Maryland, Virginia, Oregon, Idaho and California. As always, we continue to seek out partners that share our values, live the ‘heart of the game’ at every turn, 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 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.