



BSN SPORTS™

THE HEART OF THE GAME

BSN SPORTS ACQUIRES H&L SPORTING GOODS IN EVERETT, WA.

March 4, 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 H&L Sporting Goods, Inc. ("H&L"), based in Everett, WA. H&L has been serving team sports customers in the Seattle Metro area since 1940.

Terry Babilla, BSN SPORTS' President, said, "For nearly 80 years, H&L has been synonymous with three great hallmarks of success in the team sports business: Fast, Reliable and Local. By joining forces with BSN SPORTS, H&L can now build on this enviable legacy while offering customers 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, and welcome H&L employees and customers to the BSN SPORTS family."

Mike Rucker, President of H&L, added, "Since 1940, H&L Sports has taken pride in providing the best in customer service. Joining forces with BSN SPORTS will now enable us to take this success to the highest level in our business while maintaining a culture that recognizes and celebrates our roots in the Seattle market. The innovation, technology and resources that BSN SPORTS brings will be a win-win for our customers and dedicated sales professionals."

Mr. Babilla concluded, "With the addition of H&L, we have now added over 200 sales professionals in the last twelve months, including valuable teammates in Illinois, Missouri, Michigan, Colorado, Florida, New York, Texas, Pennsylvania, New Jersey, Alabama, Georgia, Utah, Kentucky and, Washington. 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, 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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