



BSN SPORTS ACQUIRES REYNOLDS TEAM SALES IN WESTERN MASSACHUSETTS

March 5, 2018 (Dallas, TX.) BSN SPORTS, a Varsity Brands company and 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 Reynolds Team Sales, Inc. ("RTS") based in Pittsfield, MA. RTS, serving team customers since 1993, is a respected distributor of team apparel and equipment in the Western Massachusetts, Connecticut and New Jersey areas.

"Mark Reynolds and his talented team at RTS have built a dynamic, growing and customer-centric business that will be an excellent addition to the BSN platform," said Terry Babilla, BSN's President. "The partnership further reflects an ideal union of goals and core values centered around student athletes, team sports and bringing the "heart of the game" to everything we do. Together with our 800+ sales professionals nationwide, this combination creates an incomparable one stop shop and we look forward to a bright future together."

Mark Reynolds, President of RTS, said "I am very excited about joining BSN SPORTS, the largest marketer, manufacturer and distributor of team sporting goods apparel and equipment in the country. I am particularly grateful that I will be able to service my customers better than ever with a wider array of tools while ensuring a smooth transition for them, our employees and business partners."

Mr. Babilla concluded: "With the addition of RTS, we have added over 200 sales professionals in the last twelve months, including valuable teammates in Minnesota, New York, Alabama, Georgia, Washington, Utah, Kentucky, Ohio, Maryland, Virginia, and Idaho. 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 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.