



## **BSN SPORTS ACCELERATES POST COVID-19 MOMENTUM WITH ACQUISITION OF DILLARD'S SPORTING GOODS IN ANDERSON, SC**

*March 24, 2021, 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 acquired Dillard's Sporting Goods ("Dillard's") based in Anderson, SC. A 3<sup>rd</sup> generation family-owned business, Dillard's has served the regional Anderson community team sports needs with commitment, community engagement and superb customer service since its founding in 1946. As a result of the acquisition, Dillard's Anderson location will transition to a BSN SPORTS sales office.

The acquisition of Dillard's Sporting Goods serves as the latest proof point for BSN SPORTS' model and momentum emerging from the COVID-19 pandemic, as the company continues to strategically expand its geographic footprint and professional sales team.

Terry Babilla, BSN SPORTS' President, said, "The Dillard name is synonymous with sports in South Carolina, and we are excited to welcome Bill and his team to further amplify the support and tailored customer service offered to their coaches, athletes and customers. We look forward to building on Dillard's strong foundation by giving their customers access to more than \$125 million of premier inventory, school branding tools, online bookstores and spirit shops, exclusive digital resources, and sport-specific experts."

Bill Dillard, who will join BSN SPORTS along with his sales staff, added, "With 75 years of experience in serving teams, leagues, and young athletes, the Dillard's team is excited for the opportunity to continue creating positive customer experiences with the added benefit of BSN SPORTS' nationwide presence and expanded support team. I'm excited our employees and sales staff will have unmatched access to distinctly unique tools and powerful resources to bring to our customers, while continuing to deepen relationships with schools and leagues throughout South Carolina."

Mr. Babilla concluded, "As students, athletes and coaches continue to resume their athletic seasons nationwide, our BSN SPORTS family is eager to support their local communities through premier product, equipment, and support tools in an effort to revive athletic programs nationwide. As a company, we will continue to strategically grow our team with seasoned professionals who share our values of providing best-in-class service and have a passion for building lifelong customer relationships."

If you are interested in joining the fastest growing organization in sports, please contact Dan Dickman at [ddickman@bsnsports.com](mailto:ddickman@bsnsports.com) or Bob Dickman at [bdickman@bsnsports.com](mailto:bdickman@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 3,000 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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