



BSN SPORTS ACQUIRES NEWBERRY SPORTING GOODS IN OHIO

April 11, 2017 (Dallas, TX.) BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods and apparel to the school and league markets, today announced it has completed the acquisition of Newberry Sporting Goods ("Newberry") based in Portsmouth, Ohio. Newberry, serving team customers since 1958, is the leading distributor of team apparel and equipment in the southeastern region of Ohio, particularly in the counties of Adams, Brown, Clermont, Gallia, Highland, Jackson, Lawrence, Meigs, Pike, Ross and Scioto.

"We are thrilled to welcome Joe and Jerry Newberry to the BSN SPORTS family," said Terry Babilla, the company's President. "With this addition, we add more quality team sports professionals to our team in Ohio. Their culture of great customer service and customized solutions for their team sports customers is a perfect fit with our 750+ sales professionals nationwide. We look forward to a bright future together."

Joe Newberry, Co-Owner of Newberry, said, "Over the past 59 years, any changes we have made to our approach to selling team sports have always been done with the goal of providing the best available service to our customers and area athletes. Joining the BSN SPORTS team is a giant step in that evolutionary process."

Mr. Babilla concluded, "With the addition of Newberry, we have added valuable teammates and premiere properties onto the BSN SPORTS platform across the United States. We will continue to seek out partners that share our values and have a passion for building lifelong relationships with our customers."

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 5,000 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.