



## **BSN SPORTS Acquires Em-Roe Sporting Goods**

### *Strengthens Existing Central Indiana Sales Force*

April 13, 2015 (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 Em-Roe Sporting Goods based in Indianapolis, IN. Em-Roe Sporting Goods, in operation since 1913, is a leading distributor of team apparel and equipment in Central Indiana. "We are thrilled to welcome the talented sales staff of Em-Roe Sporting Goods to the BSN SPORTS family", said Adam Blumenfeld, the company's Chairman and CEO. "Em-Roe Sporting Goods is a 100 year old family business and is everything we look for in Sales Professionals. Their commitment to service, excellence and growth is a perfect cultural fit with the 475+ sales professionals we have nationwide. We welcome Chad Wright and Keith Hatfield to the BSN SPORTS Team and look forward to a terrific future together."

Steve Hardy, President/Owner of Em-Roe Sporting Goods, said, "We are excited about this opportunity to become a part of the BSN Team. I have been looking forward to retirement and in BSN SPORTS I have found the perfect partner to entrust our family business. This will allow our clients to continue to work with an organization that values personal service and custom solutions."

Mr. Blumenfeld concluded: "With the addition of Em-Roe Sporting Goods, we have added over 100 sales professionals in the last twelve months. We have recently added valuable team-mates across the USA, including Kansas, California, Colorado, Washington, Oregon, Nevada, Alabama, Oklahoma, Mississippi, Ohio, New York, Florida and Tennessee. We will continue to seek out partners that share our values and have a passion for building lifelong relationships with customers."

If you are interested in joining the fastest growing employee-owned organization in sports, contact Tevis Martin at [tmartin@bsnsports.com](mailto:tmartin@bsnsports.com) or Bob Dickman at [bdickman@bsnsports.com](mailto:bdickman@bsnsports.com).

### ABOUT BSN SPORTS

**About BSN SPORTS, A Varsity Sport Brand:** 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 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 1200 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS or Varsity Brands, please visit [www.bsnsports.com](http://www.bsnsports.com) or [www.varsitybrands.com](http://www.varsitybrands.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. With over 4600 dedicated employee-owners and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, e-commerce sites and direct sales channels.