



BSN SPORTS ACQUIRES T&T SPORTSMAN'S SHOP IN CHARLESTON, SC.

April 24, 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 acquired T&T Sportsman's Shop, Inc. ("T&T"), based in Charleston, SC. T&T Sportsman's Shop has been serving team sports customers in the Low Country area of South Carolina for more than 70 years.

Terry Babilla, BSN SPORTS' President, said, "Since 1946, T&T has delivered stellar customer service based on the notion that individual commitment to a group effort makes for great teamwork. This mindset has helped ensure thousands of happy T&T customers over the decades, and we are confident that BSN SPORTS will provide an ideal home for T&T's next, great chapter. Specifically, we will ensure that T&T preserves the 'best of' its culture and presence in the community, while, at the same time, Low Country customers benefit from BSN SPORTS' unparalleled inventory, industry leading technology, and superior sales platform. We look forward to a bright future with T&T as part of our BSN SPORTS family."

Buddy Lenhardt and Ben Thrash, T&T's co-owners, added, "This is another step forward in our company's journey of over 73 years, and we are truly excited to join BSN SPORTS. Their national reputation, immense resources, and cutting-edge technology will allow us to build on our trusted relationships and exceptional service. This is a win for our customers and our employees, and we are incredibly excited about the future."

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