



BSN SPORTS ACQUIRES KELLY'S SPORTS, LTD IN PENNSYLVANIA

May 22, 2018 (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 acquired Kelly's Sports, LTD ("KSL") based in West Chester, Pennsylvania. KSL, serving team customers since 1972, is a leading distributor of team apparel and equipment in the Eastern Pennsylvania, New Jersey & Delaware markets.

"Our criteria for strategic acquisitions are clear: a customer-centric business approach, employees with a tireless commitment to hard work and success, and a shared culture of giving back to the local communities where we live and conduct business," said Terry Babilla, BSN's President. "Based on these elements, Steve Kelly Sr. and his talented team are a perfect fit for us and we look forward to their contribution to our growing organization. Together with our 800+ sales professionals nationwide, this combination creates an incomparable one stop shop and we look forward to a bright future together."

Steve Kelly Sr., President of KLS, commented, "Over the years, we have worked hard to set the standard for customer service. We have a tremendous group of employees that deserve the credit for our outstanding reputation. Our employees and customers will benefit from the innovation, technology and efficiencies that BSN SPORTS brings to the table. I look forward to working with BSN to continue to raise the bar above all our customer's expectations."

Mr. Babilla concluded: "Our rapid growth continues and, including the addition of KSL, we have added over 250 sales professionals in the last twelve months, including valuable teammates in New Jersey, Massachusetts, New York, Texas, Alabama, Georgia, Washington, Utah, Kentucky, Ohio, and Maryland. We continue to identify potential partners that share our values and possess 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.