



BSN SPORTS™

BSN SPORTS ACQUIRES B&B ATHLETICS

Adds Significant Strength to Texas Footprint

May 28, 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 B&B Athletics based in Waco, Texas. B&B, in operation since 1984, is a leading distributor of team apparel and equipment throughout the state of Texas. B&B was formerly a member of the SPORTS INC. buying group.

"We are thrilled to welcome Doug Dickson, Tim McGinty and their talented team to the BSN SPORTS family", said Adam Blumenfeld, the company's Chairman and CEO. "B&B is a significant addition to Team Texas. Their culture of growth and always putting the customer first is a perfect fit with our 500+ sales professionals nationwide. We look forward to a terrific future together and optimizing the B&B model to expand in all directions."

Doug Dickson, President/Co-Owner B&B said, "We are excited about this opportunity to become a part of the BSN SPORTS Team. With our strong relationships in the field coupled with the resources that BSN has to offer, we will be able to further solidify our commitment to the schools in Texas. This allows our customers and sales professionals to continue to work with an organization that values personal service and custom solutions."

Mr. Blumenfeld concluded: "With the addition of B&B, we have added over 110 sales professionals in the last twelve months. We have recently added valuable team-mates across the USA, including Kansas, California, Colorado, Utah, New Mexico, 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 or Bob Dickman at 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 or 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.