



BSN SPORTS ACQUIRES ACADEMY SPORTS IN SALT LAKE CITY, UTAH

June 13, 2017 (Dallas, TX) BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school and league markets, today announced Academy Sports based in Salt Lake City, Utah has joined BSN SPORTS. Academy, serving team customers since 1991, is a leading distributor of team apparel and equipment in Utah.

"We are thrilled to welcome Academy Sports and their talented sales & support team to the BSN SPORTS family," said Terry Babilla, BSN SPORTS President. "Academy brings additional quality team sports professionals to our organization in Utah. Their culture of exceptional customer service and providing unique, custom solutions is a perfect fit with our 800+ sales professionals nationwide. We anticipate a bright future together."

Bruce Hagen, President-Academy Sports, said "We at Academy Sports are excited about joining the BSN SPORTS Team. BSN SPORTS is a great company with amazing resources and people. We know this will be a huge benefit to our customers, whom we have always valued first."

Mr. Babilla concluded, "With the addition of Academy Sports, we have added over 200 sales professionals in the last twelve months. We have recently added valuable teammates across the USA, including Washington, Texas, Kentucky, Maryland, Ohio, Utah, and Idaho. 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 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.