



BSN SPORTS ACQUIRES KEY SPORT IN ROLLA, MO.

June 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 Key Sport Shop, Inc. ("Key Sport"), based in Rolla, MO. Key Sport has operated as a Rolla-based institution for 40 years, and during that time has earned a reputation as a superior member of the local community and valued provider of athletic supplies and apparel including screen printing and embroidery.

Terry Babilla, BSN SPORTS' President, said, "We are delighted to welcome Key Sport to the BSN SPORTS family and, in the process, transfer more than 150 years of combined experience through the addition of Key Sport employees. Their efforts over the years have yielded many happy customers and, just as importantly, a culture that values community engagement and a true spirit of 'giving back.' This is an ideal alignment with BSN SPORTS' own mission of helping coaches positively impact kids' lives through the "heart of the game." We look forward to working hand-in-glove with Key Sport's long-time sales manager, Joe Gorman, and the entire Key Sports sales team to offer Rolla-area customers the industry's broadest product lineup and continued stellar customer service."

Tom Green, Key Sport's owner who is retiring upon the sale to BSN SPORTS, added, "We have known the BSN SPORTS leadership team for many years, and I couldn't think of a better partner moving forward. Importantly, even though Alisa and I will be retiring, we know that Key Sport will remain in Rolla with Joe Gorman serving as Branch Manager along with the sales and support team. This continuity and community presence will now be joined with BSN SPORTS' industry-leading technology and sales platform, national reputation and substantial resources to guarantee a bright and successful future."

As part of today's transaction, the garment decoration division of Key Sport has been sold to Heart of the Ozarks Screen Printing. Key's retail store closed on June 22nd.

Mr. Babilla concluded, "With the addition of Key Sport, we have now added over 290 sales professionals in the last twelve months, including valuable teammates in New York, Washington, Illinois, Missouri, Michigan, Colorado, Florida, Texas, Pennsylvania, Missouri, 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 1,000+ sales representatives nationwide, please contact Tevis Martin at tmartin@bsnsports.com, Dan Dickman at ddickman@bsnsports.com, or Bob Dickman at bdickman@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.

Media Contact

Jonathan Morgan
Perry Street Communications
jmorgan@perryst.com
214-965-9955