



RENOWNED NBA TRAINER, MIKE PROCOPIO, JOINS BSN SPORTS' BASKETBALL DIVISION AS BRAND AMBASSADOR

-- Procopio to Host 25 Free Coaching Clinics This Fall --

August 5, 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 Mike Procopio – former Director of Player Development for the Dallas Mavericks and renowned coach in the professional basketball community – has joined the company as a Brand Ambassador for the Basketball Division. Procopio, who has been with the Mavericks since 2013, will draw on his many years of expertise and insight to help enhance customer, vendor and other relationships and expand the company's footprint in the growing basketball market. This includes hosting 25 free basketball coaching clinics around the nation this fall to help ensure preparedness for the upcoming season and equip coaches with the latest knowledge and resources.

Among his many achievements, Procopio served as a Strategic Game Management Coach for Kobe Bryant from 2009-2012, breaking down his game film as well as giving him insight on upcoming opponents. Bryant won two NBA championships with the Los Angeles Lakers during the four-year period. "He's my Jack Bauer," said Bryant in a 2010 *Sports Illustrated* article. "He gave me all the edits and scouting reports and wrote defensive rotations of the Celtics. He was my eyes and ears, so when I played the game I'd use all the scouting reports and all the information. And it was huge for me."

In addition to working with Bryant, Procopio served as an NBA Player Development Coach with ATTACK Athletics from 2003-2013 and was an assistant coach for the Maine Red Claws of the NBA Development League (now known as the G League) from 2009-2010. He has also worked at several Nike Grassroots Basketball Camps and Skills Academies both in USA and China since 1996.

"I'm honored to join the BSN SPORTS team as we help enhance the company's preeminent basketball brand," Procopio said. "There's considerable need to develop coaches – and their ability to nurture players – at all levels. Using the vast platform BSN SPORTS provides, we can help coaches teach their players and impact their game on and off the floor."

Ben Connery, BSN SPORTS' VP of Category Management and Youth Sales, added, "Mike's background and experience is unparalleled: from Kobe to the Mavericks and beyond. It is a testament to the BSN SPORTS platform that we've attracted a professional of his caliber. Most importantly, this platform greatly expands Mike's sphere of positive influence. We're thrilled to have him on the team and are currently filling up his coaching clinic schedule for 2019 and 2020."

To sign-up for a free basketball coaching clinic or schedule a coaching clinic with Mr. Procopio go to bsnsports.com/freeclinics. BSN SPORTS also offers free coaching clinics in Track & Field, Volleyball, Lacrosse, Swimming, and Speed & Strength. For more general basketball information, or to order basketball gear, please contact Mike Procopio at: mprocopio@bsnsports.com or 617-799-3375.

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