



For Immediate Release

BSN SPORTS Announces the Passing of Former President Peter Blumenfeld

Monday, September 12, 2011, Dallas, Texas: With much sadness and regret, BSN SPORTS announces that Peter Blumenfeld, former President and long-time employee, family member and dear friend, passed away peacefully at home today after a two-year fight with cancer. Pete was 62 years old.

After one year as defensive end/tight end at the University of New Mexico, Pete went on to serve in the US Military as a Marine. He finished his education at Memphis State University. Pete joined Sport Supply Group (BSN SPORTS) in 1974 as its third employee. Over a career of four decades, he was involved in the development of virtually every aspect of the company, with particular focus on distribution, international sourcing and new product development, rising to the position of President in 1986.

Pete was a gentle giant and beloved by all that knew him throughout the industry – both inside and outside the company. He was passionate about developing unique and innovative products for the marketplace, and he traveled endlessly in the pursuit of the best partners and most creative products and services. Pete will be remembered by the hundreds of proprietary products he personally developed, but more importantly by the thousands of lives he touched over a lifetime spent in the sporting goods industry.

Pete is survived by his two sons Erik of Nashville, Tennessee and Cole of Dallas, Texas. Cole continues Pete's work and legacy at company headquarters.

Funeral arrangements are pending.

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