



BSN SPORTS ACQUIRES PORT JEFF SPORTING GOODS, PORT JEFFERSON, NY

October 1, 2018 – Dallas, TX -- BSN SPORTS, a division of Varsity Brands and 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 PORT JEFF SPORTING GOODS based in Port Jefferson, NY. Port Jeff has been providing sporting goods equipment and apparel to team customers in the New York area since 1971.

“We are thrilled to welcome Richie LoNigro and the Port Jeff Sporting goods staff to the BSN SPORTS family,” said Terry Babilla, President of BSN SPORTS. “We have known Port Jeff for years and can attest firsthand to their ‘customer-first’ culture backed by a talented group of team sports professionals. They are perfectly-aligned with our approach to the team sports community and, together with our 900+ sales professionals nationwide, this combination will further facilitate an incomparable one-stop shop. We look forward to a bright future together.”

Richie LoNigro, Port Jeff Sporting Goods founder added, “On behalf of my entire family and our dedicated staff members, Port Jeff Sporting Goods is proud to join the BSN SPORTS family. From our humble beginnings back in 1971 we strived to become a sporting goods company who offered a “one stop shopping” experience for all our customers sporting goods needs. Over the past 47 years our staff has built a great level of customer service and relationships that are the cornerstone of our success. I am confident that with all that the BSN team offers with regards to great customer service, large inventories, great product lines and innovation tools, this will be a definite “win-win” for our customers. My staff is looking forward to working with BSN and continuing to provide a high level of customer service and product lines.

Mr. Babilla concluded: “With the addition of Port Jeff Sporting Goods we have added over 200 sales professionals in the last twelve months, including valuable teammates in Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia, Minnesota, Kentucky, Alabama, Georgia, Washington, Oregon, California and, now, our home state of Texas. We will continue to seek out partners that share our values and bring a passion for building lifelong customer relationships.”

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.

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