



S&S SPORTS CENTER JOINS BSN SPORTS IN LOUISIANA

November 29, 2016 (Dallas, TX.) BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school and league markets, today announced that Johnny Schillage and his team from S&S Sports Center, LLC ("S&S") based in Hammond, Louisiana has joined BSN SPORTS. S&S, serving team customers since 1980, is a leading distributor of team apparel and equipment in the southeast region of Louisiana.

"We are thrilled to welcome Johnny Schillage and his talented team to the BSN SPORTS family," said Adam Blumenfeld, Chairman and CEO of BSN SPORTS. "S&S brings more quality team sports professionals to our team in Louisiana. Their culture of great customer service is a perfect fit with our 750+ sales professionals nationwide. We look forward to a bright future together."

Johnny Schillage, President of S&S, agreed, saying, "I am excited about the value that BSN SPORTS will provide to our sales team, which will enhance the experience of our loyal customers."

"With the addition of S&S, we have added over 200 sales professionals in the last twelve months," Mr. Blumenfeld continued, "We have recently added valuable teammates across the USA, including Louisiana, Texas, Wisconsin, Kansas, California, Utah, New Mexico, Arizona, Washington, New York and Idaho. We will continue to seek out partners that share our values and have a passion for building lifelong relationships with our customers."

For more information about 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 1,600 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.