



For Immediate Release

BSN SPORTS™ VICTORY GRANT PROGRAM AWARDS \$250,000 IN 2011 TO AID STRUGGLING ATHLETIC AND P.E. PROGRAMS

*Nation's largest institutional sporting goods distributor fills gap left by budget cuts
Victory Grant Program to continue into 2012*

DECEMBER 14, 2011, Dallas, Texas: Since September's launch of the Victory Grant Program, [BSN SPORTS™](#) (flagship division of Sport Supply Group, Inc.), the nation's largest sporting goods distributor to schools and leagues, has awarded \$250,000 in grants to schools and athletic programs. Major grants have been awarded to public and private schools, YMCAs and community programs in over twenty states. The \$750,000 remaining in the program will be awarded over the course of 2012.

The largest grant to date came about through a partnership with Donami Sports, where a \$25,000 Victory Grant was awarded to the Liberia YMCA, to help fund a 10-year, \$100 million dollar partnership that will develop and implement sports and recreation programs in Liberia. Other grants have been awarded to Michigan Avenue Elementary School in Cleveland after their community was devastated by tornados last spring, Washington High School in Washington, PA to purchase new football uniforms and equipment, and the Adaptive Recreation section of the Houston Parks and Recreation Department which provides services for people with physical disabilities.

Through the [Victory Grant Program](#), BSN SPORTS has committed to provide an unprecedented one million dollars of free equipment and uniforms to school athletic programs and community recreation leagues in need. In doing so, BSN SPORTS is affirming its long-standing commitment to serve as the 'Best Supply Network in Sports' in both name and deed by combining their unparalleled reach with the personal service and knowledge of 250 local team sports professionals.

"We are so proud of the Victory Grant Program and the opportunities that these awards have already created in our communities," said Adam Blumenfeld, the Chairman and CEO of BSN SPORTS. "There are so many quality programs in need; though we know that this is only a start in filling gaps left by funding cuts, our goal is simply to improve as many lives as possible. We believe passionately in the benefits of athletics, from physical health to nurturing life skills such as teamwork, dedication, resourcefulness and fair play. We look forward to awarding more grants in 2012."

The Victory Grant Program complements initiatives from the Company's "Fit Funds" grant program run by its US Games division, which focuses on elementary schools and early childhood programs.

Programs nationwide are invited to apply for Victory Grant consideration via BSN SPORTS' 250 local field representatives or online at www.BSNSPORTS.com/sponsorme. Grants will be allocated on a rolling basis and are open to all organizations. Athletic programs at the elementary school level can apply for US Games Fit Funds program at www.usgames.com/sponsorme.

About BSN SPORTS

Sport Supply Group is changing its corporate name to BSN SPORTS as of January 1, 2012. Founded in 1972, the Company is today the largest marketer and distributor of sporting goods apparel and equipment to the institutional markets in the United States. BSN SPORTS promises *Game Changing Solutions™* through providing Partnership, Personalization, Multi-Brand Selection and Customer Solutions. The Company distributes more than 50,000 products to 125,000 institutional and team sports enthusiasts through a direct sales force, the Internet and catalog sales. BSN SPORTS now employs over 250 field sales professionals working from 40 Team Sales Hubs strategically located across the country, partnered with more than 70 Territory Managers based at the Company's Headquarters. With additional distribution centers in Richmond, Indiana; Richmond, Virginia and Ontario, California, the Company ships equipment and uniforms to athletes, coaches and athletic directors in colleges and universities, middle and high schools, and recreational programs across the country.

To learn more, please visit our [website](#) or the [BSN SPORTS blog](#), and for daily company updates and industry news, join us on [Twitter](#) and [Facebook](#).

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