



BSN SPORTS Acquires F&F Sport Shop, Inc.

*** Further Strengthens Coverage Across Texas**

July, 8 2014 (Dallas, TX.) BSN SPORTS today announced it has acquired the assets of F&F Sport Shop, Inc. of Orange, Texas. F&F, a leading supplier of sports apparel and equipment, was founded in 1978. Terms were not disclosed. F&F was formerly a member of the ADA buying group.

Commenting on the transaction, Adam Blumenfeld, Chief Executive Officer stated: "We are thrilled to welcome the Franklins and their team to the family. They have a long and storied history of serving customers and building lifelong relationships in Texas. We look forward to helping expand their product offerings and extending our collective reach to new communities throughout the golden triangle and the southern part of the state."

"This is a great day for our company and family" said Gary and Wayne Franklin, founders of F&F. "BSN SPORTS allows our team to use technology to work faster, see new accounts, and spend more quality time with existing customers. This is simply a great way to leverage what we've done well for the last 5 decades - which is build customer relationships for life - with BSN's vendor partnerships; proprietary equipment, and incredible back-end supply chain. It's a perfect marriage."

Mr. Blumenfeld concluded: "F&F marks the fourth transaction in the last five weeks for our company. We are clearly committed to deepening our reach into local communities from coast-to-coast. Partnering with established veterans like Wayne and Gary, and their team, is a great way to achieve this mission. There are more than 55 million school-aged children in America. We will continue to build our model with the intent of serving the needs of student athletes, and the coaches who mentor them, like never before."

If you're interested in joining the fun with the largest and fastest growing company in team sports, please contact Tevis Martin, EVP, at tmartin@bsnsports.com or Bob Dickman, Dir. of acquisitions, at bdickman@bsnsports.com.

About BSN SPORTS

BSN SPORTS is the nation's leading marketer and distributor of sporting goods equipment and apparel. The company has more than 400 sales professionals serving local communities, supported by a network of 100 territory managers; more than 3.0 million catalogs and a family of websites focused on enriching the experience of sports and physical education in more than 100,000 institutions nationwide.

On June 26, 2013 BSN SPORTS merged with Herff-Jones, a leading supplier of class rings; caps and gowns; yearbooks and cheerleading products and competitions.

Herff Jones, headquartered in Indianapolis, Indiana, recently changed its name to VARSITY BRANDS to better reflect the broad reach of its three business units and their shared commitment to "Sport" (BSN SPORTS), "Spirit" (VARSITY SPIRIT) and "Achievement" (HERFF JONES).

BSN SPORTS is a Varsity *SPORT* brand.