



BSN SPORTS ACQUIRES TEAM DIVISION OF TODD & MOORE SPORTING GOODS, INC.

- *Establishes platform for additional growth in South Carolina*
- *Company intends to accelerate growth plans*

(Dallas, TX.) November 11, 2014. BSN SPORTS, 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 Todd & Moore Sporting Goods, Inc. Team Sales Division based in Columbia, SC. Todd & Moore Sporting Goods ("T&M"), family owned and operated since 1944, is a leading retailer and distributor of team apparel and equipment in South Carolina. T&M will continue to operate its retail store and serve individual sporting goods enthusiasts in downtown Columbia.

"We are thrilled to welcome the men and women of T&M to the BSN SPORTS family", said Adam Blumenfeld, the company's Chief Executive Officer. "From a familial and business standpoint, the T&M team is everything we look for in people and tremendous sales pros. Incredibly, the addition of T&M marks the 27th sporting goods dealer related acquisition BSN SPORTS has made since embarking on its commitment to serve local communities through road sales professionals in 2004. I think this speaks to our unwavering dedication to the space and relentless pursuit of excellence in team sports service and distribution. Further, with our scalable infrastructure and industry leading technology solidly in place, we intend to accelerate our pace of growth through new organic programs and via strategic acquisition. It's an exciting time for our team-mates nationwide here at BSN SPORTS."

Chuck Todd, T&M's President stated: "BSN SPORTS is a terrific company. The combination of our expert salesmen with BSN's vast resources and commitment to serving the local community makes for an unbeatable combination."

Mr. Blumenfeld concluded: With the addition of T&M we have now added over 120 sales professionals in the last twelve months including valuable team-mates across the USA, including California, Colorado, Washington, Oregon, Alabama, Oklahoma, Mississippi, Ohio, New York, Florida and Tennessee. We will continue to seek out partners that share our values and have a passion for building lifelong relationships with customers."

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 US

About BSN SPORTS, A Varsity Sport Brand: 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 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 1000 employee-owners have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS or Varsity Brands, please visit www.bsnsports.com or www.varsitybrands.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. With over 4600 dedicated employee-owners and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, e-commerce sites and direct sales channels.