

September 15, 2014



BSN SPORTS ACQUIRES WESTSIDE TEAM SPORTS, LLC.

Further Strengthens West Coast Platform

(Dallas, TX.) 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 Westside Team Sports, LLC. based in Santa Monica, CA. Westside Team Sports ("WTS"), privately owned and operated since 2010, is a leading distributor of team apparel and equipment in southern California. Prior to this acquisition WTS was a member of the SPORTS INC. buying group.

"We are thrilled to welcome the men and women of WTS to the BSN SPORTS family", said Adam Blumenfeld, the company's Chairman and CEO. "Ari, Rich, and Chad are everything we look for in partners. Their commitment to service, excellence and growth is a perfect cultural fit with the 450+ sales professionals we have nationwide. We look forward to a terrific future together."

Chris Martin, owner of WTS, commented: "WTS has been a service-oriented company since its inception, and it's clear that BSN SPORTS is also fanatical when it comes to taking care of the customer. We love joining a team where, despite the incredible growth, almost every sales pro that comes aboard, stays aboard! You don't see that kind of loyalty or longevity in many places anymore, and I'm excited the Westside team will get to contribute to BSN's fast-paced culture and family atmosphere. "

Mr. Blumenfeld concluded: "Despite the fact we've added 5 new distributors in the last 4 months, and over 100 new sales pros to the company within the last year, our mission remains much more about quality than quantity. We are in constant pursuit of individuals and companies who share a passion for changing the way team sports is serviced in America, and having a ton of fun while doing it. This would be impossible without the tireless efforts of Tevis Martin, our Executive Vice President; Bob Dickman – Director of Acquisitions; Michael Caravati – Director of Recruiting, and the numerous support and transition teams that make it all happen without missing a beat. We are adding valued new sales professionals weekly in states from coast to coast. We will continue to seek out partners who share our core 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.