



BSN SPORTS and TULANE UNIVERSITY ENTER INTO MULTI-YEAR PARTNERSHIP

For Immediate Release

(Dallas TX, and New Orleans LA.) November 14, 2014. BSN SPORTS, the nation's largest distributor of sporting goods equipment, athletic footwear and apparel to schools and leagues, and Tulane University, one of the most prestigious universities in the United States and home to the Green Wave, today announced – on the eve of Homecoming weekend and the first Homecoming football game to be played on University grounds in nearly 40 years - a decade-long agreement as the Official Sporting Goods Distributor for Tulane Athletics, designed to enrich the student-athlete experience and further enhance the look and feel of Yulman Stadium.

“With Nike as our exclusive athletic footwear, apparel and accessories supplier of Tulane University Athletics, the addition of BSN SPORTS will be a tremendous partnership for the University, our student athletes, and recreationalists across campus”, said Rick Dickson, Tulane’s Director of Athletics. “BSN SPORTS is the pre-eminent distributor of sporting goods equipment, athletic footwear and apparel to high schools and collegiate programs nationwide. BSN’s ability to bring best-in-class product and service to all categories of play – from Varsity athletics, to intramural competition, to community and student affairs is a terrific way to create continuity in look and feel across campus and provide a seamless one-stop solution for our sport-oriented departments”.

Adam Blumenfeld, Chief Executive Officer of BSN SPORTS commented: “We are delighted to have structured this long term alliance with Tulane University. BSN SPORTS and Tulane both know what it means to play a meaningful role in the local community. With more than 450 professionals woven into the fabric of cities and towns across the country, BSN understands what it means to “serve” our communities. Likewise, we were drawn to the school’s commitment to bring pride and school spirit back to campus with the opening of Yulman Stadium, and Tulane’s incredible involvement and pledge to help the greater New Orleans community in its ongoing rebuilding efforts. As part of our mission to serve America’s youth, BSN SPORTS embodies the virtues of Heart, Integrity, Teamwork and Resourcefulness. We can think of no school that better exemplifies putting these words into action than Tulane.

Under terms of the agreement BSN SPORTS will exclusively supply relevant apparel, footwear and athletic gear to Tulane Athletics. BSN SPORTS is also proud to sponsor the return of football to campus through its involvement with Yulman Stadium.

ABOUT BSN SPORTS

About BSN SPORTS, A Varsity Sport Brand: Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel, footwear 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 employees 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 employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, e-commerce sites and direct sales channels.