



February 28, 2013

For Immediate Release

### **BSN SPORTS Acquires Holovak & Coughlin**

- Creates Boston-based Platform for Northeastern Expansion
- Furthers BSN's commitment to Ice Hockey and Lacrosse markets

(Dallas, TX.) BSN SPORTS, the nation's largest sporting goods distributor to schools and leagues, today announced the acquisition of Arlington, MA-based Holovak & Coughlin (H&C), a leading independent sporting-goods team distributor in the State of Massachusetts. Founded in 1964, H&C – formerly with the Sports Inc. Buying Group - is one of the most respected team sports distributorships in the Northeastern United States. The acquisition – BSN SPORTS' sixth in the past 12 months – highlights the company's expanding geographic footprint throughout the country and commitment to a strong local presence in the Northeastern United States.

Commenting on the transaction, Adam Blumenfeld, Chairman and CEO of BSN SPORTS stated, "We are thrilled to welcome the wonderful employees of H&C to the BSN SPORTS family. Going forward, the Coughlin Family (including Butch, Brian and Kathy Coughlin Keefe) will continue to serve team sports customers in the Boston area. We see Boston as a terrific platform for our planned activities throughout the region. We also intend to use H&C's expertise in ice hockey and the fast growing sport of lacrosse to further our regional and national involvement in these two important categories."

"From a sales perspective, H&C's sales professionals will combine forces with BSN's industry-leading sales force in the region to directly serve the interests of the team sports needs of high schools, colleges, youth leagues and all other sporting organizations throughout the New England area."

Brian Coughlin added: "We look forward to carrying on the tradition that our dad and his brothers set in place many years ago. With BSN SPORTS' vast resources we can maintain our hometown service ethic while implementing technology never before seen in the sporting goods business. We welcome the opportunity and responsibility of carrying the BSN SPORTS flag in New England and expanding the operation."

The H&C acquisition represents the latest affirmation that BSN SPORTS' employees have successfully created the most stable and scalable infrastructure in the industry. The Company is now focused on leveraging this strength to extend further into local communities across the United States. BSN SPORTS' superior platform is built around a unique combination of catalog, telesales, digital and feet on the street assets - all of which work together seamlessly to provide the best possible support for nearly 150,000 active customers.

#### Contact

About the Transaction: Adam Blumenfeld; Chief Executive Officer 800.527.7510

Interest in joining Team BSN SPORTS: Tevis Martin ([tmartin@bsnsports.com](mailto:tmartin@bsnsports.com)) or Bob Dickman ([bdickman@bsnsports.com](mailto:bdickman@bsnsports.com)).