



BSN SPORTS ACQUIRES KOHLMYER SPORTING GOODS

Strengthens Footprint in America's Heartland

(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 Kohlmyer Sporting Goods, headquartered near Cleveland, Ohio. Kohlmyer's, family owned and operated since 1896, is the leading distributor of team apparel and equipment throughout Northern Ohio. Prior to this acquisition, Kohlmyer's was a member of the Sports Inc. Buying Group and TAG Buying Group.

"We are thrilled to welcome the men and women of Kohlmyer's to the BSN SPORTS family", said Adam Blumenfeld, the company's Chairman and CEO. "Mike Molnar and team are everything we look for in business partners. Their commitment to service, excellence and growth is a perfect cultural fit with the 360+ sales professionals we have across the country. We look forward to continued expansion throughout the Great Lakes region and beyond."

"Kohlmyer has been a staple in northern Ohio team sports for more than 100 years", said Mike Molnar, owner of Kohlmyer's Sporting Goods. "It gives me great pleasure, on behalf of my family and our employees, to join a team as passionate and committed to the local community as is BSN SPORTS. We had many choices when considering how to take the next step forward. It is refreshing to find such a like-minded organization ... one committed to the same values of integrity, teamwork and resourcefulness that served as the bedrock of our company for multiple generations."

Mr. Blumenfeld concluded: “With the addition of Kohlmyer’s, we have acquired six terrific companies in the last twelve months and added more than 130 sales professionals to the Best Supply Network in Sports. This said, we at BSN SPORTS aim to deliver a lot more than sporting goods. Our goal is to elevate the experience for all student – athletes, and to enhance school spirit and pride in hometowns and communities everywhere. We are nothing without our fantastic people and their dedication to deliver this “Greater Good”. The creation of this Network would be impossible without the tireless efforts of Tevis Martin, our Executive Vice President; Bob Dickman – Sr. Vice President and Director of Acquisitions; Michael Caravati – Vice-President and Director of Recruiting, and the numerous support and transition teams that make it all happen without missing a beat. The Kohlmyer team will be integrated into our Northeastern Region, under the leadership of Vice-President Steve Eybers. We continue to seek valuable team-mates across the USA in places like Oregon, Nevada, California and Washington; the Mountain States; Texas, Mississippi, Missouri, Kansas, West Virginia, Ohio, New York, Florida, Pennsylvania and Tennessee. We will continue to focus on partners that share our values and have a passion for building lifelong relationships with customers.”

If you are interested in joining the fastest growing employee-owned organization in sports, contact Tevis Martin at tmartin@bsnsports.com or Bob Dickman 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 350 sales professionals serving local communities, supported by a network of 70 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. Collectively the company now sports more than 1000 teammates serving schools in local communities. Herff Jones, headquartered in Indianapolis, Indiana, is one of the nation's oldest employee-owned organizations.