



BSN SPORTS ACQUIRES OLYMPIA SPORTING GOODS, INC.

- Establishes Platform for additional growth in Alabama and the Florida panhandle
- Recent ETSC and Olympia Transactions Strengthen Southern Footprint

(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 Olympia Sporting Goods, Inc. (“Olympia”) based in Montgomery, AL. Olympia, family owned and operated since 1973, is a leading distributor of team apparel and equipment in the state of Alabama. Prior to this acquisition Olympia was a member of the SPORTS INC. buying group.

“We are thrilled to welcome the men and women of Olympia to the BSN SPORTS family”, said Adam Blumenfeld, the company’s Chairman and CEO. “We appreciate Coach Joiner entrusting us to carry the Olympia torch forward in Alabama, Northern Florida and beyond. The combination of Olympia’s loyal team and strong customer relationships with BSN’s 1500 valued vendor partners; 200 decorating and design experts; \$30 Million in quick ship inventory, and easy-to-use customer facing technology is a perfect fit. We look forward to helping further cement Olympia’s storied legacy in the South.”

Coach Joiner remarked: “BSN is one of the fastest growing companies in the sporting goods industry. Their technology and innovation is the very best. It is with great pleasure that Olympia and our sales pros become part of the BSN SPORTS family”.

Mr. Blumenfeld concluded: “With the addition of East Texas Sports Center and Olympia Sporting Goods, we have added two fantastic sales organizations in the last 30 days and more than 120 sales pros nationwide in the last twelve months. Our mission remains simple: create game-changing solutions that deliver on our promises and WOW our customers. We tirelessly serve our 150,000 clients and help foster lifelong careers for our 1000 teammates – careers that are fulfilling both emotionally, and financially. We also find time to have a ton of fun! If you are interested in joining the party, and the fastest growing employee-owned organization in sports, contact Tevis Martin at tmartin@bsnsports.com or Bob Dickman at bdickman@bsnsports.com”

“These new partnerships would be impossible without the efforts of Tevis Martin, Executive Vice President; Bob Dickman – Director of Acquisitions; Michael Caravati – Director of Recruiting; Regional Manager Grant Thompson, and the numerous support and transition teams that make it happen without missing a beat. We have recently added new teammates across the USA, including Texas, Kentucky, Colorado, California, Mississippi, Wisconsin, Minnesota, North Dakota, Ohio, New York, Florida and Tennessee. We continue to seek partners that share our values and have a passion for building genuine, long-lasting relationships with customers.”

ABOUT BSN SPORTS

BSN SPORTS is the nation’s leading marketer and distributor of sporting goods equipment and apparel. The company has more than 400 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 150,000 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 / competitions. Collectively the company now sports more than 1400 teammates serving schools in local communities. Herff Jones, headquartered in Indianapolis, Indiana, is one of the nation’s oldest employee-owned organizations.