



## **HERFF JONES PROMOTES JOHN PITTS TO CHIEF FINANCIAL OFFICER**

Indianapolis, IN, October 28, 2013 -- Herff Jones, a dynamic and growing platform that creates a culture of achievement in schools through graduation, motivational and educational products and services, cheerleading programs and sporting goods, today announced that John Pitts has been promoted from his current position as Chief Financial Officer of BSN SPORTS ("BSN") to the same post at Herff Jones, effective immediately. Herff Jones acquired BSN, the largest distributor of team sporting goods and school sports apparel in the U.S., in May 2013. Pitts succeeds Mike Parrett, who earlier announced his decision to leave Herff Jones to pursue opportunities outside the company.

Pitts, 48, brings over 26 years of finance and accounting experience to Herff Jones. As BSN's CFO, Pitts led all finance and accounting functions as the company successfully executed an organic and acquisitive growth strategy that grew revenue from \$236 million to \$362 million. Pitts' tenure includes serving as CFO while BSN was publicly-traded, as well through the company's 2010 go-private transaction with Oncap Management Partners.

Prior to joining BSN, Pitts served as Chief Financial Officer for Horizon Health, a leading contract manager and a provider of behavioral health and physical rehabilitation services. Horizon was also publicly-traded until its 2007 acquisition by Psychiatric Solutions, Inc. Prior experience includes Skylink America, Inc. where Pitts served as Controller.

Jeff Webb, Herff Jones' Chief Executive Officer, commented, "John's successful tenure at BSN, which includes operating and financial discipline even amid impressive growth, positions him very well for expanded responsibilities at Herff Jones. We're delighted he has joined the team and look forward to benefiting from his expertise and insight."

Pitts' earned a BA in Finance from Texas State University in San Marcos, and has been a Certified Public Accountant since 1993. He lives in Dallas with his wife and two daughters.

### **About Herff Jones**

Herff Jones is the leading provider of graduation, achievement and educational products and services including class rings and jewelry, yearbooks, motivation and recognition tools, and educational products, as well as sports uniforms and equipment, and cheerleading training camps, competitions and uniforms. The company provides guidance, support and quality products to elementary and middle schools, high schools, colleges and universities, church organizations, professional and collegiate sports teams, and corporations. Founded nearly 100 years ago, Herff Jones is an employee-owned organization focused on building long-term relationships through a nationwide network of over 1,000 trusted, expert sales and service representatives.

**Contact:**

Jonathan Morgan  
Perry Street Communications  
214-965-9955