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For Immediate Release

Lacrosse Superstar Joel White Joins the Team at BSN SPORTS

- Underscores BSN's growing Commitment to Lacrosse
- Company launches BSN SPORTS LAX Division

(Dallas, TX.) BSN SPORTS is pleased to announce that three-time All American Joel White, Captain of the NCAA National Championship Syracuse Lacrosse Teams in 2008 and 2009, has joined the company as a sales professional in New York City, and will also serve on the company's national team for its new LAX Division.

Steve Eybers, BSN SPORTS Northeastern Regional Vice-President and manager of the company's expanding lacrosse footprint stated: "We are thrilled to welcome Joel to the family and to formally launch our BSN SPORTS LAX division. Joel's accomplishments on the field speak for themselves and I expect his contributions to not only benefit his day-to-day territories of New York City and Long Island but also our entire system of 300+ sales professionals and 150,000 customers nationwide. We will be rapidly expanding our lacrosse offerings to cater to existing clients and continuing to build out a strong network of lacrosse specialists across the country."

Mr. Eybers Continued: "Joel was drafted 2nd in the 2011 MLL draft and currently plays professionally for the Philadelphia Wings. He was team captain at Syracuse where he holds the record for most groundballs in a career, and has been a leader on and off the field throughout his athletic career. I'm excited to have him play a pivotal role in not only our Northeastern expansion efforts, but around the country."

"I am very excited to be part of the BSN SPORTS team", Mr. White added. "When I evaluated my options there was no question BSN was the best opportunity. I am honored to be working with the best in the business".

Contact

About the Company: Adam Blumenfeld; Chief Executive Officer 800.527.7510

About joining the BSN SPORTS LAX DIVISION: Steve Eybers (seybers@bsnsports.com)

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