



BSN SPORTS STRENGTHENS COMMITMENT TO WOMEN'S SPORTS WITH ACQUISITION OF KEY BUSINESS LINES FROM LONGSTRETH SPORTING GOODS

— Acquisition Includes Longstreth's Team Apparel, Lacrosse and Softball Businesses and Related Assets —

February 19th, 2020, Dallas, TX -- BSN SPORTS, a division of Varsity Brands and the nation's largest direct marketer and distributor of sporting goods to the school and league markets, today reinforced its commitment to female athletes and coaches with the acquisition of certain team sports businesses from Longstreth Sporting Goods ("Longstreth"), based in Spring City, PA. Specifically, BSN SPORTS has acquired Longstreth's lacrosse and softball team sports businesses, as well as exclusive rights to supply uniform or team apparel and footwear to Longstreth's field hockey team customers.

Terry Babilla, BSN SPORTS' President, said, "Longstreth's decades-long commitment to women's sports includes steadfast and loyal support for field hockey, lacrosse, and fastpitch softball. We are similarly committed to providing female athletes with equal resources and opportunities for success and look forward to building upon the strong foundation Longstreth has built while introducing BSN SPORTS' expansive inventory selection and industry leading technology."

Longstreth, which has exclusively serviced customers in women's sports, specifically in field hockey, fastpitch softball, and lacrosse, for more than 40 years, will retain its dominant field hockey equipment business, focusing on selling its full line of equipment to field hockey teams/clubs, dealers, universities, high schools and other institutions. Longstreth will also continue to provide field hockey equipment, apparel and footwear to retail customers via their web site, annual catalog, events and prominent retail store in Spring City, PA.

John Schaefer of Longstreth said, "Partnering with BSN SPORTS will create an extraordinary opportunity for us to continue to be a one stop shop for anything needed to play field hockey in the United States. We will focus on what we do best – being the #1 supplier of field hockey products in the U.S., utilizing the best global hockey equipment brands on an exclusive basis combined with world class customer service from our team of hockey experts. We are excited to bring BSN SPORT's expertise in team apparel exclusively to our customers; and as well Longstreth will enjoy a great opportunity to exclusively supply the best field hockey equipment to BSN SPORT's team customers."

David Dahle from Longstreth added, "Joining BSN SPORTS will provide our lacrosse, softball and team apparel professionals the resources and support to grow their businesses and continue their excellent customer service in the future. We wish the entire team all the best."

Mr. Babilla concluded, “With the addition of these Longstreth businesses, BSN SPORTS is sending a clear signal to the female athlete: we are 100% committed to your success and empowerment, and will continue to do all we can to ensure a level playing field. To that end, we will continue to seek out partners that share our mission and have a passion for building lifelong customer relationships.”

To learn more about BSN SPORTS women’s sports focused programs and resources, please visit bsnsports.com/ib/womens-programs.

If you are interested in joining the fastest growing organization in sports, with more than 1,100 sales professionals nationwide, please contact Tevis Martin at tmartin@bsnsports.com, or Dan Dickman at ddickman@bsnsports.com.

About BSN SPORTS

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS’ more than 3,000 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit www.bsnsports.com.

About Varsity Brands

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: Herff Jones, a Varsity Achievement Brand; BSN SPORTS, a Varsity Sport Brand; and Varsity Spirit. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 8,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.

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