



**FOR IMMEDIATE RELEASE**  
**Monday, December 20, 2004**

**FOR FURTHER INFORMATION:**

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**Sport Supply Group, Inc. is Named the Exclusive Distributor of  
Nelco Branded Track and Field Products in the U.S.**

**Dallas, Texas –Monday, December 20, 2004** - Sport Supply Group, Inc. (“SSG”) (Pink Sheets: “SSPY”), a leading manufacturer and distributor of sporting goods and physical education products, announced today that they have been named as the exclusive distributor of Nelco branded track and field products for the U.S. Nelco is one of the most prominent brands in track and field today, with many of Nelco’s products used at recent World Championships and numerous Olympic Games.

Sport Supply also announced that 3-time Olympian Amy Acuff and World Class athlete Tye Harvey, will be endorsing SSG’s track and field products.

Amber Anand, Director of Nelco Athletics said “We are extremely pleased with this new distribution alliance and are very impressed with Sport Supply Group’s marketing, distribution, customer base and Internet technology capabilities. The Nelco brand and SSG’s PortaPit brand make for a very complete and powerful track and field product line.”

Geoffrey P. Jurick, the Company’s Chairman and Chief Executive Officer said, “This exclusive distribution agreement is another step in our overall strategy to make our business more scaleable to expand revenues while leveraging our recently announced Platinum Team Dealer platform. Our new alliances with Nelco, Amy Acuff and Tye Harvey will add tremendous marketing and revenue opportunity to our track and field business.”

Sport Supply Group is a leading direct marketer and B2B e-commerce supplier of sporting goods and physical education equipment to the institutional and youth sports market place. Athletes, coaches and instructors in schools, colleges, universities, governmental agencies, camps and youth organizations across the country use our products. Emerson Radio Corp. (AMEX: MSN) owns approximately 53% of Sport Supply Group’s issued and outstanding common stock.

For more information about Sport Supply Group and for complete financial statements, please visit [www.sportsupplygroup.com](http://www.sportsupplygroup.com).

This press release other than the historical information, consists of “forward-looking statements” (as defined in the Private Securities Litigation Reform Act of 1995) which are identified by the use of words such as “believes”, “expects”, “projects”, and similar expressions. While these statements reflect the Company’s current beliefs and are based on assumptions that the Company believes are reasonable, they are subject to uncertainties and risks that could cause actual results to differ materially from anticipated results.