



**FOR IMMEDIATE RELEASE**  
**Wednesday, January 5, 2005**

**FOR FURTHER INFORMATION:**

At the Company:  
Terry Babilla or  
Bob Mitchell  
972-484-9484

## **Sport Supply Group, Inc. Announces Expansion of Consumer-Direct E-Commerce With GSI Commerce**

**Dallas, Texas –Wednesday, January 5, 2005** - Sport Supply Group, Inc. ("SSG") (Pink Sheets: "SSPY"), a manufacturer and distributor of sporting goods and physical education products, announced today that it is expanding its consumer-direct product offering through an agreement with GSI Commerce Inc. GSI Commerce operates e-commerce sites for some of the nation's largest and best-known sporting goods retailers. The agreement provides SSG with an opportunity to expand its marketing of team and sporting goods products to a broader consumer market of sports enthusiasts.

Geoffrey P. Jurick, SSG's Chairman and Chief Executive Officer said, "once again, our technology is allowing us to expand our business into new markets without having to increase our staffing levels. "Once online with GSI Commerce, we anticipate stronger sales in the December quarter due to consumer holiday shopping. This seasonality compliments our core business of institutional sporting goods sales, which are traditionally softer in the December quarter. Recognizing high order volume in all four quarters will enable us to operate more profitably year-round."

For more information about our consumer-direct sales channel, please visit <http://www.eSportsonline.com>.

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", "anticipate" 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.