



**FOR IMMEDIATE RELEASE**  
**Thursday, January 6, 2005**

**FOR FURTHER INFORMATION:**

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## **Sport Supply Group, Inc. is Named the Official Track and Field Sponsor to the National Interscholastic Athletic Administrators Association**

**Dallas, Texas –Thursday, January 6, 2005** - Sport Supply Group, Inc. (“SSG”) (Pink Sheets: “SPY”), a leading manufacturer and distributor of sporting goods and physical education products, announced today that they have been named as the Official and Exclusive Track and Field Sponsor to the National Interscholastic Athletic Administrators Association (“NIAAA”). The NIAAA promotes the development of state athletic administrator organizations that contribute, in cooperation with their state high school associations, to the interscholastic athletic program of each state. For more information on NIAAA, please visit <http://www.niaaa.org/> .

The NIAAA has selected SSG as the exclusive track and field sponsor to offer its PORTaPIT line of Track and Field equipment to the most prominent Athletic Administrators governing the budgets of over 20,000 Schools in the USA. The NIAAA’s selection of PORTaPIT, SSG’s name brand track and field division, provides a vehicle for the branding of the NIAAA logo on all of SSG’s track and field products. Schools bidding on track and field products may now request that the NIAAA logo be included on products specified in each bid.

Geoffrey P. Jurick, the Company’s Chairman and Chief Executive Officer said, “This exclusive sponsorship agreement is another step in our overall strategy to generate incremental revenues while leveraging our Platinum Team Dealer platform. We believe that our recently announced alliances with Nelco, Amy Acuff and Tye Harvey and now the NIAAA 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.