



FOR IMMEDIATE RELEASE
Tuesday, January 11, 2005

FOR FURTHER INFORMATION:
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**Sport Supply Group, Inc. is Supporting the Troops with
a 47% Increase in Sales on Amazon.com**

Dallas, Texas – Tuesday, January 11, 2005- Sport Supply Group, Inc. (“SSG”) (Pink Sheets: “SSPY”), a leading manufacturer and distributor of sporting goods and physical education products, announced today that it experienced a 47% increase in sales this holiday season through its eSportsonline sales channel on Amazon.com’s Sports & Outdoors store (NASDAQ: AMZN). Consumers responded to an eSportsonline-exclusive promotion on Amazon.com where 5% of every dollar spent during the December quarter would go to support our men and women in uniform in the form of sporting goods and recreation equipment.

Terrence Babilla, SSG’s Chief Operating Officer said, “we are honored to be in a position to donate sports equipment to the men and women engaged in our country’s service and have been humbled to hear personal accounts of how troops are bridging a cultural gap during this time of crisis through a shared love of sports.”

“We are pleased with the success of our Support the Troops promotion and with our accelerated sales growth on Amazon.com’s Sports & Outdoors store, particularly during the December quarter when institutional sales of sporting goods are traditionally soft.”

“Our IT platform enables us to manage this increase in sales volume without increasing our staffing levels, making this a truly scaleable business for us. We are currently pursuing other opportunities to leverage our technology to expand our consumer-direct business. This new sales model not only strengthens our bottom line, but helps to level our order volume in all four quarters.”

For more information about our eSportsonline sales channel on Amazon.com and the Support the Troops promotion, please visit www.eSportsonline.com/Amazon.

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.

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.