



FOR IMMEDIATE RELEASE
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FOR FURTHER INFORMATION:

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Sport Supply Group, Inc. Joins Forces with Almost 50 of the Nation's Largest Independent Team Sporting Goods Dealers

Dallas, Texas –Tuesday, December 7, 2004 - Sport Supply Group, Inc. ("SSG") (Pink Sheets: "SSPY"), a leading manufacturer and distributor of sporting goods and physical education products, announced today that approximately 50 of the largest independent team sporting goods dealers in the United States have joined the Company's Platinum Team Dealer Program. A team dealer sells sporting goods products primarily to schools and colleges in its local market through a road sales force and a local sporting goods store-front operation. SSG believes the Team Dealers participating in the Platinum Team Dealer Program have a combined road sales force of over 300 people.

SSG provides participants in the Platinum Team Dealer Program the following benefits:

- An information rich, 280+ page catalog for each salesperson that includes over 10,000 of Sport Supply Group's products, with a catalog cover specifically tailored for each Team Dealer
- A personalized website enabling each Team Dealer to operate and control their proprietary online store.
- A seamless, fully integrated, electronic order and fulfillment solution whereby these Team Dealers' websites are linked to our SAP IT platform that instantly processes and fulfills these Team Dealer orders. An example of a website can be found at www.johnnymacs.com.
- Access to over 10,000 sporting goods and physical education products without having to take any inventory risk
- Enables each Team Dealer to generate incremental revenues without increasing any of its costs

Geoffrey P. Jurick, the Company's Chairman and Chief Executive Officer said, "the Platinum Team Dealer Program capitalizes on our manufacturing, distribution and technology strengths by providing the Team Dealer with a full line of competitively priced sporting goods and physical education products generated by our global supply chain. We believe this Program will further our objective of improving our operating results by making our business more scaleable to generate incremental revenues without increasing our global overhead expenses. Simply put, by working with these Team Dealers and leveraging the strengths of each party we gain an instant sales force of over 300 seasoned sales people without having to incur any of the costs associated with managing this size of a sales force while the Team Dealers gain significant marketing, technology and product capability. This Program enhances the Team Dealer's ability to generate benefits for its customers as a result of a more efficient supply chain."

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.