



FOR IMMEDIATE RELEASE
Thursday, September 8, 2005

FOR FURTHER INFORMATION:

At the Company:
Terry Babilla, COO
Bob Mitchell, CFO
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**Sport Supply Group, Inc. Announces
Merger Agreement with Collegiate Pacific**

Dallas, Texas Thursday, September 8, 2005 - Sport Supply Group, Inc. (Pink Sheets: SSPY.PK), a leading manufacturer and distributor of sporting goods and physical education products to the institutional market, announced today that it has signed a definitive merger agreement with Collegiate Pacific, Inc. (AMEX: BOO). Collegiate Pacific currently owns approximately 53% of SSPY's issued and outstanding shares of common stock. Pursuant to the Merger Agreement, Collegiate Pacific will acquire the remaining outstanding shares of SSPY for \$6.74 per share through the exchange of .560 shares of Collegiate Pacific common stock for each outstanding share of SSPY common stock. The exchange ratio is based on recent average trading prices for Collegiate Pacific common stock and a price of \$6.74 per SSPY common share, the same price Collegiate Pacific paid in cash for its purchase of 53% of SSPY on July 1, 2005. The Merger Agreement has been approved by the SSPY Board of Directors on the recommendation of an independent special committee of the Board. The Special Committee received an independent fairness opinion that as of September 7, 2005, the proposed transaction is fair to the public shareholders of SSPY, from a financial point of view, pursuant to the terms and subject to the conditions set forth in the Merger Agreement. SSPY anticipates the transaction will close, subject to the approval of both SSPY and Collegiate Pacific shareholders and certain other conditions, towards the end of calendar 2005.

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.

For more information about Sport Supply Group and for complete financial statements, please visit www.sportsupplygroup.com.

This press release 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", "intends" 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.