



For Immediate Release

Sport Supply Group, Inc. Fuses Catalog and Field Operations into BSN SPORTS

Global reach, Local feet on street

**Tuesday August 2, 2011, Dallas, Texas:** Sport Supply Group Inc., the nation's largest sporting goods distributor to schools and leagues, today announced the combination of its athletic catalog and field sales operations under the Company's flagship BSN SPORTS brand. The new brand and logo was revealed recently at the 2011 National Sales Meeting held in Dallas, Texas and attended by many of the Company's 900 employees. The Company will change its corporate name from Sport Supply Group to BSN SPORTS on December 31, 2011.

"It's an exciting time for our employees, customers and valued vendor partners," said Adam Blumenfeld, the Company's Chairman and CEO. "The fusion of our road, phone, catalog and digital assets into a single brand - BSN SPORTS - paves the way for a full court press into new markets and territories. BSN SPORTS combines the global resources of a fast-growing \$300 Million+ company with the personal service and expertise of local team sports professionals. We will continue to deepen our presence and commitment to local communities across the United States, providing Game Changing Solutions for coaches, their players and their budgets."

"BSN SPORTS - the **Best Supply Network** in Sports - will draw from our rich heritage of four decades in the business to supply customers with the best service, selection and personalized solutions available to

the marketplace. The new name embodies our core values of Resourcefulness, Teamwork, Integrity and Heart.”

Sport Supply’s BSN SPORTS division now employs over 250 field sales professionals working from 40 Team Sales Hubs strategically located across the country, partnered with more than 70 Territory Managers based at the Company’s Headquarters. With additional distribution centers in Richmond, Indiana, Richmond, Virginia and Ontario, California, the Company ships equipment and uniforms to athletes, coaches and athletic directors in colleges and universities, middle and high schools, and recreational programs across the country.

#### About Us

Founded in 1972, Sport Supply Group is today the largest marketer and distributor of sporting goods apparel and equipment to the institutional markets in the United States. The Company distributes more than 50,000 products to 125,000 institutional and team-sports enthusiasts through a direct sales force, the Internet and catalogs. For more information on our newly formed division, visit [www.bsnsports.com](http://www.bsnsports.com).

For additional information:

Director of Corporate Communications  
Kelsey Flower  
[kflower@bsnsports.com](mailto:kflower@bsnsports.com)

-or-

Adam Blumenfeld  
Chief Executive Officer  
972 243 0879