



For Immediate Release

## **BSN SPORTS™ CONTRIBUTES \$1,000,000 TO ATHLETIC PROGRAMS IN NEED THROUGH VICTORY GRANT PROGRAM**

*Nation's largest institutional sporting goods distributor commits to filling gap left by budget cuts*

**September 15, 2011, Dallas, Texas:** BSN SPORTS™ (flagship division of Sport Supply Group, Inc.), the nation's largest sporting goods distributor to schools and leagues, today announced the official launch of their Victory Grant Program, an unprecedented one million dollar commitment to provide free equipment and uniforms to school athletic programs and recreation leagues in need. In doing so, BSN SPORTS is affirming its long-standing commitment to serve as the 'Best Supply Network in Sports' in both name and deed by combining their unparalleled reach with the personal service and knowledge of 250 local team sports professionals.

"This is a difficult time for our nation's education system and we are aware that athletic departments and after-school programs have been particularly impacted," said Adam Blumenfeld, the Chairman and CEO of BSN SPORTS. "We believe passionately in the benefits of athletics, from the perspective of improving physical health and nurturing life skills such as teamwork, dedication, resourcefulness and fair play. These attributes are essential to the development of future generations, and we want to help fill the gap left by funding cuts to ensure our children have the resources they need to continue to prosper."

The Victory Grant Program complements initiatives from the Company's "Fit Funds" grant program run by their US Games division, which focuses on elementary school and early childhood programs.

Programs nationwide are invited to apply for Victory Grant consideration via BSN SPORTS' 250 local field representatives or online at [www.BSNSPORTS.com/sponsorme](http://www.BSNSPORTS.com/sponsorme). Grants will be allocated on a rolling basis and are open to all organizations. Athletic programs at the elementary school level can apply for US Games Fit Funds program at [www.usgames.com/sponsorme](http://www.usgames.com/sponsorme).

### **About BSN SPORTS**

Sport Supply Group is changing its corporate name to BSN SPORTS on December 31, 2011. Founded in 1972 as Sport Supply Group, the Company is today the largest marketer and distributor of sporting goods apparel and equipment to the institutional markets in the United States. BSN SPORTS promises *Game Changing Solutions™* through providing Partnership, Personalization, Multi-Brand Selection and Customer Solutions. The Company distributes more than 50,000 products to 125,000 institutional and team sports enthusiasts through a direct sales force, the Internet and catalog sales. 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.

To learn more, please visit [www.bsnsports.com](http://www.bsnsports.com) or the [BSN SPORTS blog](#), and for daily company updates and industry news, join us on [Twitter](#) and [Facebook](#).

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