

VARSlTY // BRANDS



Herff Jones Rebrands Company 'Varsity Brands'

New Branding Effort Reflects Integration and Alignment among Company's Expanded Portfolio

INDIANAPOLIS, June 3, 2014 – Herff Jones, a dynamic portfolio of brands designed to elevate the student experience, promote participation and celebrate academic and athletic achievement, today announced a comprehensive rebranding effort that reflects the company's accelerated growth, enhanced collaboration and improved ability to serve customers.

This action follows the May 2013 combination of three businesses – Herff Jones, Varsity, and BSN SPORTS – into the largest "K-through-College" sales force with more than 1,000 sales professionals dedicated to providing products and services to the school and institutional markets.

Effective today, the combined Company will be referred to as Varsity Brands. As part of this rebranding effort:

- The legacy Herff Jones business will continue to be identified as "Herff Jones," and will include the tagline, "A Varsity ACHIEVEMENT Brand;"
- BSN SPORTS will be identified as "BSN SPORTS," with the tagline, "A Varsity SPORT Brand;" and,
- Varsity will become "Varsity Spirit" to differentiate it from Varsity Brands, the new enterprise brand.

"Our three complementary businesses in the educational and institutional markets share a common target customer, today's youth, and a desire to inspire, champion and foster greater self-confidence and camaraderie for students engaged in sport, spirit and achievement," said Jeff Webb, Chief Executive Officer of Varsity Brands. "In light of this, our businesses require – and our customers deserve – a more integrated and cohesive partner. Moving forward as 'Varsity Brands' will allow us to collaborate with educators, coaches, and students to build school pride, student engagement, and community spirit, in a more integrated and game-changing manner."

As an initial step and complement to the rebranding effort, Varsity Brands has commissioned a study on the effect that school spirit and engagement has on student achievement. Building on this effort, key pilot programs are already underway that are intended to showcase the benefits of a singular and focused vision for customers.

More information about the Company's rebranding efforts can be found at www.VarsityBrands.com.

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About Varsity Brands

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: **Herff Jones**, A Varsity Achievement Brand; **BSN SPORTS**, a Varsity Sport Brand; and **Varsity Spirit**. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. With over 4600 dedicated employee-owners and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, e-commerce sites and direct sales channels.

About Herff Jones, A Varsity Achievement Brand

Indianapolis-based Herff Jones is the leading provider of graduation, achievement and educational products and services designed to inspire achievement and create memorable experiences for young people. A division of Varsity Brands, Herff Jones' products include class rings and jewelry, yearbooks, motivation and recognition tools, and educational products. Focused on building long-term relationships through a nationwide network of over 2000 employee-owners, the professionals at Herff Jones have been helping elevate the student experience and celebrate academic milestones for nearly 95 years. For more information about Herff Jones or Varsity Brands, please visit www.herffjones.com or www.varsitybrands.com.

About BSN SPORTS, A Varsity Sport Brand

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 1000 employee-owners have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS or Varsity Brands, please visit www.bsnsports.com or www.varsitybrands.com.

About Varsity Spirit

Memphis-based Varsity Spirit has been a driving force behind cheerleading's dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, of which more than 350,000 cheerleaders and dancers attend each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit's more than 1200 employee-owners have been helping raise cheerleading's influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit www.varsity.com or www.varsitybrands.com.