Varsity Brands Names Jeff Webb Chairman

INDIANAPOLIS, IN, June 10, 2014 – The Board of Directors of Varsity Brands, a dynamic portfolio of brands designed to elevate the student experience, promote participation and celebrate academic and athletic achievement, today announced that it has elected Chief Executive Officer Jeff Webb to the additional position of Board Chairman. He succeeds Joe Slaughter, who last year announced his intent to retire on June 30, 2014.

The announcement follows the Company's 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. More recently, Varsity Brands launched a comprehensive rebranding campaign built around the shared potential of these businesses to collaborate with educators, coaches, and students to build school pride, student engagement, and community spirit, in a more integrated and game-changing manner.

Mr. Webb said, "Our three complementary Varsity Brands– Herff Jones, BSN SPORTS, and Varsity Spirit – possess tremendous potential, and we are now laser-focused on energizing the entire organization to provide the highest quality products and services to our customers, and to deliver sustained, profitable growth. While we are well on our way towards achieving this goal, there is much work to be done to ensure that the promise of our unique value proposition becomes a reality. I am eager and excited to continue contributing to this effort as Chairman.

"On behalf of the entire Company, I also want to thank Joe Slaughter for his visionary leadership as Chairman and CEO since 2006," Mr. Webb continued. "Joe foresaw the potential of an expanded platform and what it meant for our customers, and during his tenure Joe led the company from $500 million to more than $1 billion in revenue. We wish him well in his much-deserved retirement."

Mr. Slaughter added, "In a short period of time as CEO, Jeff has accelerated progress to unify our three brands, inspire a results-oriented culture, and engage customers in new and innovative ways. I look forward to watching the Company's progress, and am confident that Varsity Brands' best days are ahead."

Mr. Webb is a native of Dallas, Texas and a graduate of the University of Oklahoma. He is the founder and CEO of Varsity Spirit, the leading company in the global cheerleading and dance team market. Beginning with overnight summer training camps for high school and college cheerleaders in the Southeast and Midwest, Varsity quickly grew to also include a full line of uniforms and a series of nationally-televised competitions on ESPN that have sustained a 35-year track record of growth and profitability. Through a merger on July 29, 2011, Varsity Spirit joined the Herff Jones family of companies, where Mr. Webb has served as CEO since July 1, 2013.

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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. Through its 4,600 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 1,000 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 over 100,000 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 400 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 1,200 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.