



VARSITY SPIRIT AND CHEER LTD ANNOUNCE MERGER

Memphis, Tenn., (June 24, 2014) – Varsity Spirit and Cheer Ltd. Inc. are pleased to announce that they have merged, effective immediately.

Varsity Spirit, the leader in cheerleading and dance team education, events and apparel, was founded in 1974 in Memphis, TN. Their national events have been televised since 1980, and are currently broadcast on ESPN and CBS Sports.

Based in Fayetteville, NC, Cheer Ltd. Inc. produces more than 25 competitions for cheerleaders each year, including Cheer Ltd. Nationals at CANAM and the NCHSAA State High School Cheerleading Championships. Cheer Ltd. Inc. is a Tier 1 USASF Event Producer and has been an independent leader in the spirit industry for more than 25 years.

“This is an exciting time for Cheer Ltd. Inc. as we join the Varsity Spirit family of brands,” says Gwen Holtsclaw, President and CEO of Cheer Ltd. “Having worked shoulder-to-shoulder with Varsity Spirit in numerous industry-wide initiatives, we have great respect for Varsity Spirit’s corporate commitment to the spirit industry. Our Cheer Ltd. management team will continue to produce our events with even more benefits to our customers that come with being part of the largest organization in the spirit industry—Varsity Spirit.”

John Newby, Executive Vice President of Varsity Spirit and General Manager of Varsity All Star, said, “We are excited to welcome the Cheer Ltd. team and look forward to working with their entire organization as we continue to focus on producing the best cheer and dance competitions in the world.”

Gwen Holtsclaw will continue to manage and direct the Cheer Ltd. Inc. operations, and its headquarters will remain at its current location in Fayetteville, NC.

For more information, please contact Sheila Noone, 901-251-5959 or snoone@varsity.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 5,000 employees 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.