



VARSITY LAUNCHES NEW COMPETITION SHOE

Zero Gravity High Performance Shoe is Varsity's latest High Performance Shoe

Memphis, Tenn., May 29, 2014 – Varsity has launched its latest high performance shoe, the Zero Gravity, combining the latest technology with the comfort customers have come to expect from the industry leader.

Perfect for practice, on the court and at competition, the Zero Gravity was designed for today's active cheerleader, with a flexible upper of breathable mesh and a leather wrap-around lacing system to secure and stabilize the foot. Its side and heel stunt grips provide added support for bases and top girls. Comfort rules with a raised arch support, leather stability bands, a reinforced foot bed and lock and cinch laces. With slip-on sock comfort, the Zero Gravity was designed without a tongue to get in the way of the athlete's comfort.

"This is a light, durable shoe that has everything a cheerleader wants – comfort, state-of-the-art technology along with stylish extras like our breathable glitter mesh that enhances any uniform," says John Newby, Executive Vice President of Varsity.

Coaches agree and have been big fans of the new competition shoe. "It's as if they have taken everything that my athletes have wanted in a shoe and rolled it into one," says Tonya Roesel, owner of Midwest Cheer Elite in Westchester, Ohio. "From female to male athletes, beginners to power tumblers, Zero Gravity is a shoe for everyone."

Scott Foster, owner of Rockstar Cheer agrees, "The Beatles competed with Zero Gravity shoes at Worlds when they first came out. We were so impressed with the shoe that now all of Rockstar Cheer will compete in this amazing shoe."

The Zero Gravity shoe can be purchased on shop.varsity.com, or by contacting your local Varsity representative, who can be found by visiting varsity.com/uniforms/RepFinder.

About Varsity

Varsity is the source for all things related to cheerleading and dance team. With a rich heritage and traditions dating back to 1974, Varsity is an innovative global leader comprised of the leading spirit brands and organizations including its educational camps, clinics, competitions and uniforms to teams around the world. Varsity's National Championships, many of which are held at the Walt Disney World® Resorts, have been televised on ESPN Networks for more than 25 years. Sponsors for Varsity events include Gatorade, Playtex Sport, Softlips, Oxy, PBTeen, and Herff Jones. Web-based Varsity TV features thousands of cheerleading and dance team videos and has become a favorite cheer destination for

cheerleaders and coaches alike. Varsity has led the way in cheerleading safety as a supporter of the American Association of Cheerleading Coaches and Administrators since 1987 and as a camp leader training more than 325,000 cheerleaders per year in cheerleading fundamentals with an emphasis on safety. In 2012, Varsity purchased *American Cheerleader* Magazine, which has showcased the cheerleading community since 1995. Based in Memphis, Tennessee, Varsity employs 5,000 employees nationwide. For more information about Varsity, please visit www.varsity.com.