

FOR IMMEDIATE RELEASE

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**DESTINATION ATHLETE® RANKED A TOP FRANCHISE IN *ENTREPRENEUR'S*
HIGHLY COMPETITIVE 42nd ANNUAL FRANCHISE 500®**

Clinton, NJ – Destination Athlete® recently ranked in *Entrepreneur* magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry making it one of the company's most competitive rankings ever. Recognized as an invaluable resource for potential franchisees, the Franchise 500® ranks Destination Athlete® as #211 for its outstanding performance in areas including unit growth, financial strength and stability, and brand power. Destination Athlete® received the #1 ranking for the Sports Equipment & Apparel Category for 2021.

“2020 was a challenging year for everyone, but it was also a year of unusual opportunity,” says Jason Feifer, Entrepreneur editor-in-chief. “Franchises were able to be nimble and innovative, serving the needs of franchisees and customers in ways that will resonate for many years to come. We believe that, when we eventually look back on this time, we'll see it as a moment when many brands defined themselves for the future.”

In Entrepreneur's continuing effort to best understand and evaluate the ever-changing franchise marketplace, the company's 42-year-old ranking formula continues to evolve as well. The key factors that go into the evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 42 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. Destination Athlete's position on the ranking is a testament to its strength as a franchise opportunity.

To view Destination Athlete® in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2021 issue of *Entrepreneur*, available on newsstands January 26th.

Since our beginning in 2008, the purpose of Destination Athlete® has been Building Better Communities Through Athletes™. We exist to help youth, high school and college athletes get to their personal destination by providing a one-stop resource for everything team: sports and field equipment, uniforms, spirit wear, varsity jackets, fundraising solutions and more. For more information visit www.destinationathlete.com or call 866-ATHLETE.

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