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**DESTINATION ATHLETE® RANKED AMONG TOP FRANCHISES IN
ENTREPRENEUR'S HIGHLY COMPETITIVE FRANCHISE 500®**

Clinton, NJ - JANUARY 6, 2022– **Destination Athlete®** was recognized as one of the top 500 franchises in *Entrepreneur's* Franchise 500®[®], the world's first, best and most comprehensive franchise ranking. The 43rd annual *Entrepreneur* Franchise 500®[®] is a highly sought-after honor in the franchise industry. Recognized as an invaluable resource for potential franchisees, the 2022 Franchise 500®[®] ranks **DESTINATION ATHLETE®** as **205** for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

Founder and Chairman of Destination Athlete®, Doug Dickison, stated, "I am not only proud of our company having a record year, but the great work we were able to accomplish in the community. *Entrepreneur* is rigorous in forming its list of best companies and it is a big honor to be ranked #1 in the Sports Equipment and Apparel category."

"Every year we take extraordinary pride in celebrating the companies that are honored in our Franchise 500®[®] list and the 2022 list was no exception," says Jason Feifer, Entrepreneur editor-in-chief. "The past year has been unlike any in recent memory and the franchise systems who made the 2022 Franchise 500®[®] earned their place by not only teaching us something about franchising, but about entrepreneurship."

In *Entrepreneur's* continuing effort to best understand and evaluate the ever-changing franchise marketplace, the company's 43-year-old ranking formula continues to evolve as well. The editorial team researches and assesses several factors that go into the evaluation, including 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 43 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 2022 issue of *Entrepreneur*, available on newsstands January 11th.

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-AHLETE.

