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

Clinton, NJ – **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 44th annual *Entrepreneur* Franchise 500® is a highly sought-after honor in the franchise industry. Recognized as an invaluable resource for potential franchisees, the 2023 Franchise 500® ranks **Destination Athlete®** as **344** for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"The past year underscores the extraordinary opportunities that the franchise industry presents for entrepreneurs of all levels," says *Entrepreneur* editor in chief Jason Feifer. "The companies named to our 44th annual Franchise 500 list represent some of the most innovative, creative, and trusted brands across many industries and highlight what it takes to build the kind of momentum that drives long-lasting success."

In *Entrepreneur's* continuing effort to best understand and evaluate the ever-changing franchise marketplace, the company's 44-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 44 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 2023 issue of *Entrepreneur*, available on newsstands January 17th.

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.

