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DESTINATION ATHLETE® RANKED AMONG THE TOP FRANCHISES IN ENTREPRENEUR MAGAZINE'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 and most comprehensive franchise ranking. For 45 years, the annual Entrepreneur Franchise 500® has been a highly sought-after honor in the franchise industry and recognized as an invaluable resource for potential franchisees. The 2024 Franchise 500® ranks **Destination Athlete®** as **328** for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

“Every brand on the Franchise 500 has its own unique story, but they all collectively make the same statement: Franchising is strong and resilient, is full of innovation and opportunity, and provides a powerful entrepreneurial path for many people,” says Jason Feifer, editor in chief of Entrepreneur magazine. “Our 45th annual ranking is full of companies with fresh ideas, exciting business models, cultural sway, and the kind of business sophistication that will define the next 45 years and beyond.”

In Entrepreneur's continuing effort to best understand and evaluate the ever-changing franchise marketplace, the company's ranking formula continues to evolve as well. The editorial team researches and assesses several factors, including costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is then 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 ranked order.

Over its 45 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 <http://www.entrepreneur.com/franchise500> or pick up a copy of the January/February 2024 issue of *Entrepreneur* on newsstands now.

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.