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**DESTINATION ATHLETE® RANKED A TOP FRANCHISE IN
ENTREPRENEUR'S HIGHLY COMPETITIVE 39th 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, as evidenced by the fact that Entrepreneur received more than 1,000 applications this year, 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 #304 for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

Destination Athlete® Founder and Chairman, Doug Dickison, states "We are so proud to have been selected among the world's top franchises for the third year in a row. Each year our ranking has continued to climb. This year we achieved a 100 point ascent in the ranking as we continue to expand and flourish." He also adds "The valuable exposure we receive allows prospective entrepreneurs the opportunity to combine their passion for sports with a rewarding career in the ever growing youth and high school sports industry."

"This year's Franchise 500 ranking features both up-and-comers who bring fresh ideas to an ever-changing industry, as well as savvy stalwarts that have thrived for decades. We are proud to highlight and celebrate them all," says Jason Feifer, editor in chief of Entrepreneur. "Our results show that the industry is strong—and that the most enduring franchisors are those who learn to balance innovation with reliability. That's how to attract new customers while keeping the old ones happy."

The key factors that go into *Entrepreneur's* evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. All franchises are given a cumulative score based on more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 39 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 issue of *Entrepreneur*, available on newsstands January 16th.

Destination Athlete® is an innovative company that focuses on the Complete Athlete®, offering products and services from Training to Trophies®. As the nation's most athlete focused team dealer, our goal is to help youth and high school athletes get to their personal destination by providing a one-stop resource for all of their needs: 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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