



Maurice Sporting Goods, Inc.
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FOR IMMEDIATE RELEASE

Maurice Sporting Goods, Inc. to acquire Redl Sports Distributors Ltd.

Northbrook, IL USA (November 17, 2011) – Maurice Sporting Goods announced today that it will acquire **Redl Sports Distributors**, an outdoor sporting goods company located in Burnaby, British Columbia, Canada, as part of its long-term commitment to the Canadian marketplace. The terms of the transaction, expected to be completed on November 30, 2011, were not disclosed.

Commenting on the opportunity, Jory Katlin, CEO of Maurice Sporting Goods, said “Maurice and Redl have both enjoyed serving the outdoor sporting goods market in Canada for decades as family-owned businesses focused on exceeding our customers’ expectations every day and providing a comprehensive assortment of national and regional brands to support their consumers’ outdoor adventures. Over the years, we have developed a great deal of respect for Redl Sports Distributors and its management team and we look forward to supporting their continued growth from their base near Vancouver, British Columbia.”

“While selling the company was a big decision,” said Brent McCallum, General Manager of Redl Sports Distributors, “I look forward to continuing to lead Redl well into the future while enjoying the many benefits that our new partnership will provide. Redl and Maurice have both been dedicated to our market for a long time and I could not be more pleased with the opportunity to now work together for the benefit of our customers, our employees, our business partners, and the outdoor sporting goods communities that we serve and support every day.”

About Maurice Sporting Goods, Inc.:

Maurice Sporting Goods, Inc. is a family owned wholesaler of sporting goods products in the fishing, hunting, camping, marine, fitness/athletics, and sports licensing categories serving mass retailers and independent dealers throughout the United States, Canada, and other international markets. Maurice, founded in 1923, supports the United States market from eight sales offices and three distribution centers. In Canada for nearly 20 years, Maurice’s sales office and 150,000 sq. ft. distribution center is located in Mississauga, Ontario.

About Redl Sports Distributors Ltd.:

Redl Sports Distributors Ltd., is a family owned wholesaler of sporting goods products in the fishing, hunting, shooting sports, and camping categories serving customers throughout Western Canada. Redl, owned by the McCallum family for more than 40 years, will continue to operate under Brent McCallum’s leadership as a sister company to Maurice.

For additional information, please contact Andy Gordon, Chief Operating Officer of Maurice Sporting Goods at 847-715-1500 or Brent McCallum, General Manager of Redl Sports Distributors at 604-420-2323.

Jory Katlin
CEO, Maurice Sporting Goods, Inc.

Brent McCallum
GM, Redl Sports Distributors Ltd.