



GLOBAL CHEER ORGANIZATION, VARSITY, SELECTS ACCENT INTERMEDIA TO LEAD GIFT CARD INITIATIVES

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Varsity, the leading organization in cheerleading and dance worldwide, has selected ACCENT InterMedia, (www.accentintermedia.com), an innovator in gift card and incentives management, to launch Varsity's new gift card program.

"We are excited to offer gift cards to our cheer teams and their families, and believe they will make excellent gifts for birthdays, holidays or any special occasion," stated Shannon Ahern, Executive Director of eCommerce. "Varsity Gift Cards will initially be redeemable online at our Varsity Shop (<http://shop.varsity.com>), but we hope to quickly expand that to our camps, events and competitions."

Varsity Gift Cards come in a variety of card designs, do not have service fees or expiration dates and can be customized for each recipient with personalized messaging. Varsity Gift Cards are currently available in digital format, and will be available in traditional plastic within the first quarter.

Tim Clark, CEO of ACCENT InterMedia, stated, "As a father of two cheerleaders, I was already familiar with Varsity and their reputation in the cheer world," Clark continued, "we are certain their gift card program will be a hit with promotions developed with our customized promotion applications and through social media."

Varsity Gift Cards can be purchased online by visiting <http://shop.varsity.com>

ABOUT VARSITY

Varsity is the source for all things related to cheerleading and dance team. With a rich heritage and traditions dating back to 1948, Varsity is an innovative global leader comprised of the leading spirit brands and organizations including its educational camps, clinics, competitions and uniforms to teams around the world. Varsity's National Championships, which are held at the Walt Disney World® Resorts, have been televised on ESPN Networks for more than 25 years. Web-based Varsity TV features thousands of cheerleading and dance team videos and has become a favorite cheer destination for cheerleaders and coaches alike. Varsity has led the way in cheerleading safety as a supporter of the American Association of Cheerleading Coaches and Administrators since 1987 and as a camp leader training more than 300,000 cheerleaders per year in cheerleading fundamentals with an emphasis on safety. Based in Memphis, Tennessee, Varsity employs 5,000 employees nationwide. For more information about Varsity, please visit <http://www.varsity.com>.



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Shannon Ahern, Executive Director of eCommerce Varsity

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ABOUT ACCENT INTERMEDIA

ACCENT InterMedia partners with world-class companies to develop, market, sell and support innovative stored value products and services. ACCENT delivers unique gift card concepts and marketing strategies that maximize client profitability, while adding value and convenience for the end consumer. Headquartered in Jeffersonville, Indiana, ACCENT provides full-service capabilities in gift card strategy, escheatment, design, fulfillment, web sales integration, application design and third party distribution.

