

### **Gold Creek Capital Acquires Jerry's Sport Shop New Investor Sees Future in Serving Area Sports Teams and Organizations**

**KANSAS CITY, April 18, 2012** — Gold Creek Capital, a private equity firm based in Dallas, Texas, announced today that it has acquired Jerry's Sport Shop, a youth and school team sporting goods supplier serving the Kansas City metropolitan area. Jerry's also operates two retail locations in Independence, Missouri, and Overland Park, Kansas. Gold Creek Capital is a private equity firm that focuses on accelerating the growth of entrepreneurial, emerging companies.

“Gold Creek Capital's investment in Jerry's will allow us to aggressively expand a business that has been a staple in the Kansas City area for over 50 years,” said Chris Barnes, president of Jerry's Sport Shop. “Jerry's has carved out a niche serving area sports teams and school programs in Kansas City. We are poised to grow this segment of our operations and once again become the dominate provider of sporting goods in area.”

“Jerry's reputation for personal service and their understanding of how to fulfill the needs of local sporting programs positions them to be the premium sports team supplier in the Midwest,” said Kent Teague, Managing Partner of Gold Creek Capital. “Jerry's Sport Shop is the type of well-managed, entrepreneurial business Gold Creek Capital can help take to the next level.”

#### **About Jerry's Sports Shop**

Jerry's Sport Shop is a youth and school team sporting goods supplier and retailer serving Kansas City for over 50 years. Aside from operating traditional sporting goods retail locations, Jerry's core business is providing equipment and apparel to area teams including recreational youth, high school and college programs, and traveling teams. Jerry's offers complete team kits for programs of any age and any sport. Jerry's also specializes in spirit merchandise for area booster clubs. Built on a reputation of personal service, quality and competitive price, Jerry's operates two retail locations in Kansas City, one in the Crackerneck Plaza Shopping Center, 19321 E. US 40 Hwy., Suite K, Independence, Missouri, 64055, 816-795-1400, and one in the Edgewater Crossing shopping area, 14869 Metcalf Avenue, Overland Park, Kansas, 66223, 913-402-9994. For more information about Jerry's Sport Shop, please visit [www.jerryssportshops.com](http://www.jerryssportshops.com).

#### **About Gold Creek Capital**

Gold Creek Capital is a private equity firm that seeks to invest in well-managed, entrepreneurial, emerging growth companies. Gold Creek Capital is known for accelerating the growth of businesses through capital, knowledge and leading edge problem-solving. For more information about Gold Creek Capital, please visit [www.goldcreekcapital.com](http://www.goldcreekcapital.com).

# NEWS

Jerry's Sport Shop

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