



Jerry's Sport Shop Becomes Siege Sports

Area Sports Supplier Focuses on Online Order Fulfillment and Customer Service

KANSAS CITY, September 10, 2012 — Jerry's Sport Shop, a youth and school team sporting goods supplier serving the Kansas City metropolitan area has changed to Siege Sports. Siege Sports operates two retail locations in Independence, Missouri, and Overland Park, Kansas, and embosses most of its sports apparel in Grandview, Missouri.

"Using the word 'siege' comes from our company mission to be the dominant sports team supplier," said Chris Barnes, president of Siege Sports. "To *siege* the market—take control—and change how sports teams and programs are serviced by any uniform and equipment supplier."

Barnes continued, "We are moving into online ordering and fulfillment, setting up personalized websites for each team and sports program we service. This personal approach to working with recreational youth, high school and college programs, combined with our Internet-based fulfillment model, is improving how sports programs and schools order and receive their uniforms and spirit merchandise. These web-based 'team portals' help these organizations reach all their players and members, increase sales, and ultimately make their programs more successful. Siege Sports is more than a name, it is a culture. It's about going above and beyond. We are the answer...we are Siege Sports."

About Siege Sports

Siege Sports 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, Siege Sports' core business is providing equipment and apparel to area teams including recreational youth, high school and college programs, and traveling teams. Siege Sports' offers complete team kits for programs of any age and any sport. Siege Sports' also specializes in spirit merchandise for area booster clubs. Built on a reputation of personal service, quality and competitive price, Siege Sports' 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 Siege Sports, please visit www.siegesports.com.

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