

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
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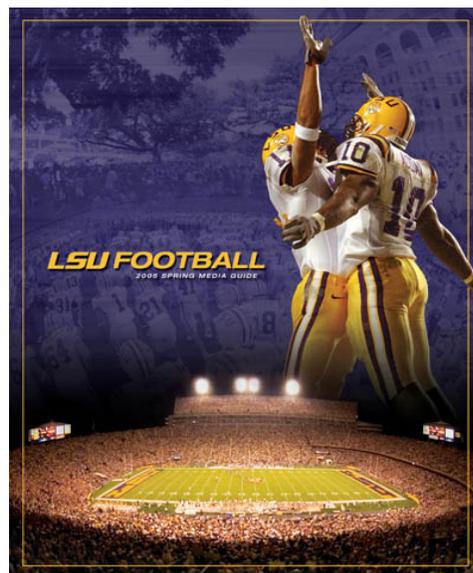
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Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that all is great for you and your business. With a hot summer almost upon us and a full football schedule set and ready for the fall, we look forward to working with you to make sure that your store has everything needed to take advantage of the excitement that is already building in Tiger Town.

After working diligently to make it through a relatively slow spring, your store is now preparing to enter a very busy time of year. With a fall football schedule that boasts home games against Tennessee, Florida, and Auburn, along with a season opening game against Pac 10 opponent Arizona State, the 2005 season is sure to be packed with high expectations and plenty of excitement.

As with past years, LSU Trademark Licensing encourages you to begin preparing your store and your inventory supplies for the potential demand. We strongly encourage you to buy smart and to look for unique products that will set your store apart.



LSU Trademark Licensing tried to focus this newsletter on some of the new and interesting fan specific products that we hope you will find interesting. We strongly encourage you to visit The Collegiate Exchange at www.thecollegiateexchange.com and take a look at the largest collection of collegiate products on the web.

Contents

Tiger Town Excitement.....	1
Biederlack "Bag".....	2
Logo Art Binoculars.....	2
Frenzy Sports.....	2
Rock'n Bowl.....	2
LSU Licensing Update.....	3

The Collegiate Exchange is an On-Line Tradeshow with resources that can assist your business 365 days a year. To learn more, visit www.clc.com and click on [The Collegiate Exchange](#) link.

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Biederlack "Bags" the Ultimate Fan Furniture

Biederlack, a LSU licensee that specializes in producing LSU pillows, wall hangings, and throws, has put together a very nice Bean Bag chair.

Accentuated by a "pin-wheel" look, the 100% cotton bean bag is filled with Polystyrene foam beads.

The bag will make a great piece inside the family game room, and can also be put to use in the tight spaces afforded to college dorms and apartments.

To inquire about this and other products from Biederlack, contact Peter McCabe at 301-759-3633 (x 3141). You can also email him at pampatch@biederlack.com.

A Gift to Help Dad See the Tigers Win "Up Close"

Anderson Jewelry, who officially purchased Hana Time, Inc. on October 1, 2004, has a set of LSU binoculars that will make a perfect Father's day gift before the kickoff of the 2005 LSU football season.

With home games against Arizona State, Tennessee, Florida, and

Auburn, these binoculars are sure to get a lot of use during the upcoming season in Tiger Stadium.

To learn more about this set, contact Robert Anderson at 859-392-2581. You can also email him at bob@logoart.com.



Frenzy Sports Sharpens Cue Stick with LSU Billiards

Frenzy Sports Inc., a company located in Alpharetta, Georgia, has designed a colorful and original product for the billiard aficionado.

Frenzy's exciting new college team pool balls set includes seven solid balls, seven stripe balls, 8-ball with the LSU logo and a solid white cue

ball. These billiard balls are made from Duralac resin specially formulated for optimum play and color brilliance.

To learn more about this product, contact Paul Floyd at 404-216-1709. You can email him at paul@frenzysports.com.



Mid City Lanes Designs LSU Bowling Shoe

Mid City Lanes Rock'n Bowl, located on South Carrollton in New Orleans, has pursued and been granted a license to produce LSU bowling shoes. The high quality shoe is emblazoned with the LSU letters on the side, and the LSU Tiger head on the front of the shoes' toe.

If you are interested in learning more about this unique item, contact John Blancher at 504-482-3133, or email him at johnny@rocknbowl.com.



At the beginning of May, the Collegiate Licensing Company (CLC) announced its top-selling CLC member institutions for the fiscal year-to-date. These rankings represent royalties reported July 1, 2004 through March 31, 2005 on all collegiate merchandise sold.

- 1) Michigan
- 2) Texas
- 3) Georgia
- 4) North Carolina
- 5) Oklahoma
- 6) Notre Dame
- 7) Tennessee
- 8) Florida
- 9) **LSU**
- 10) Alabama
- 11) Auburn
- 12) Florida State
- 13) Penn State
- 14) Kentucky
- 15) Nebraska
- 16) Wisconsin
- 17) Miami
- 18) Arkansas
- 19) Oklahoma State
- 20) Illinois
- 21) South Carolina
- 22) Maryland
- 23) Kansas
- 24) Clemson
- 25) Purdue

Thank you for your work as a LSU Tiger Tailer. Your efforts have served to put LSU in the top 10 in Licensing Royalties generated back to the University. LSU Trademark Licensing looks forward to working with you to continue to strengthen LSU's retail presence in the future, and we thank you for your continued support of **LSU**.

TIGER TAILER