

LSU TIGER TAILER NEWSLETTER

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LSU Trademark Licensing
225-578-3386



LOUISIANA STATE UNIVERSITY
AND AGRICULTURAL AND MECHANICAL COLLEGE
Office of the Chancellor

September 28, 2005

Dear LSU Retailers:

I hope you and your families are safe and well. I know that many of you have worked long hours and sacrificed much to aid others. Your compassion and unselfishness is an inspiration.

LSU has welcomed to campus more than 3,200 students from the New Orleans area whose studies were disrupted by Hurricane Katrina. In addition, many of our own students and their families were affected by the storm. LSU Student Government has stepped up to assist these students through its *Mission: Possible* campaign, an effort to raise \$500,000 by Homecoming on November 5. These funds will be directed to LSU's Katrina Student Relief Fund to benefit the nearly one third of our student population touched by the storm.

As a part of the campaign, Student Government has developed a special retail shirt for this football season. The details of this product are enclosed, and I hope that those of you who can participate will join us in this effort.

We've had many businesses and individuals ask what they can do to help. I am grateful for your generosity and encourage you to consider a donation to the Katrina Student Relief Fund at www.katrinarsf.com. Your support is important.

Many thanks and Geaux Tigers!

Sincerely,

Sean O'Keefe
Chancellor

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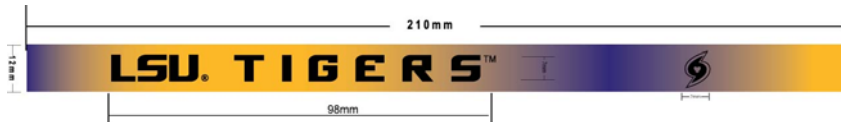
LSU TIGER TAILER NEWSLETTER

LSU Hurricane Katrina Student Relief Fund T-shirt



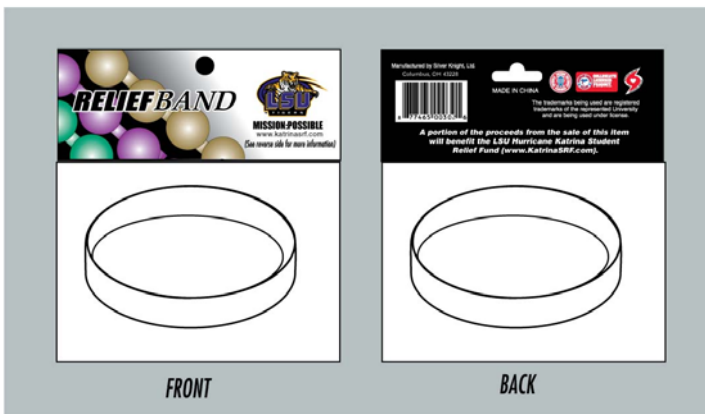
LSU Student Government has designed the Mission:Possible t-shirt to help out their fellow students affected by Hurricane Katrina. This gold shirt will be sold throughout the football season and a portion of the proceeds will be donated by LSU licensees to the LSU Hurricane Katrina Student Relief Fund. Student Government is heavily marketing this shirt and it is expected to be a very popular design.

The front left chest of the shirt depicts the LSU Football helmet (left) and the full back print depicts the extremely popular “Eye of the Tiger” logo (right). If your store is interested in this design, you can contact one of LSU’s local t-shirt licensees listed on LSU.com.



Hurricane Katrina Relief Bands

Silver Knight Sales & Marketing has just been approved to produce silicon LSU bracelets. A portion of the proceeds from these bracelets will benefit the LSU Hurricane Katrina Student Relief Fund. The bracelets are purple and gold in color and the embossed wordmarks will be the same color as the band. Each item comes individually packaged with an explanation that a portion of the proceeds will benefit the LSU Hurricane Katrina Student Relief Fund.



Hurricane Katrina Relief Magnets

Silver Knight Sales & Marketing has also just been approved to produce ribbon magnets. A portion of the proceeds from these magnets will benefit the LSU Hurricane Katrina Student Relief Fund. The magnets are purple, gold, and black in color and feature Mardi Gras beads on the lower right portion of the ribbon. Each item comes individually packaged with an explanation that a portion of the proceeds will benefit the LSU Hurricane Katrina Student Relief Fund. If you are interested in learning more about the ribbon magnets or the wristbands, contact Michael DiSabato at 614-274-1141 or email him at mdisaba@columbus.rr.com.



At the end of July, 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 June 30, 2005 on all collegiate merchandise sold.

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

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.