Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that all is great for you and your business. The LSU Lady Tiger basketball team had yet another successful season that ended with their fourth consecutive Final Four appearance. CLC worked with the Cleveland Police Department on LSU’s behalf and confiscated nearly 300 unlicensed Women’s Final Four products in the city. With a talented roster returning and a new Hall of Fame head coach, the Lady Tigers should have a great opportunity to be one of the top teams in the country next season.

As summer approaches, 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 for the upcoming football season. The impressive home football schedule boasts games vs. South Carolina (Gold Game), Florida, Auburn, Arkansas, along with a season opening game against ACC opponent Virginia Tech. The 2007 season is sure to be packed with high expectations, plenty of excitement and many enthusiastic Tigers fans in your store.

Thank you for your continued support of LSU, and the tremendous job that you do building the LSU Brand in the Marketplace.
Zydego—A New Twist on an Old Favorite

Brand new to the collegiate scene this fall is Zydego, a collectible toy which promises to take a Retro Pop Culture icon to a whole new level. With characters that can be switched on and off the semi-permanent dashboard base, the customer can choose which character to ride with.

Detail and quality separate this product from Bobbleheads and other vinyl toys as the tiger’s arms, torso and head all move. Zydego characters also stand alone to make great desk accessories when not on the move. Each character comes with a magnetic base to fit to the dash, and is packaged in a tin canister that fans will want to keep.

The LSU Tiger is Zydego’s first NCAA character, and will be introduced to the marketplace along with the company’s first original characters (a new Hula Girl, Santa, and Skeleton, to name a few).

The company, which is based in New Orleans, anticipates an MSRP of $35, a wholesale price of $17.50, and the product is expected to arrive in the US in early August.

For more information visit www.myzydego.com or call 504-220-0020.

Brighten up the Driveway with Bergamot, Inc.’s Mailbox Post Reflector

Fans can let their LSU pride shine with Bergamot, Inc.’s durable and decorative Mailbox Post Reflector. The Mailbox Post Reflector features the LSU primary athletic mark in the center of a white reflector. It will provide nighttime visibility from the road and make an impressive visual impact. The specially formulated photodome logo is weather and abrasion resistant. The white plastic reflector measures 3 ¼” W by 4 ½” L.

Please contact Diana Hamilton-Buller at Bergamot, Inc. for further information at 1-888-226-6460 or dianah@bergamot.net.
Stay Cool at the Pool with Team Sports America

**24” Beach Ball** - Measuring a whopping 2 feet in diameter, these inflatable Beach Balls are sure to be a hit in the pool or at the beach. The LSU beach balls are designed in the image of the Tiger’s football helmet and are made of durable .20 mm polyvinyl. They also come with a patch kit and clean easily with a damp, soapy cloth. Style # CLG0059, $5.00/ea., Packed 12.

**Floating, Inflatable Cooler** - The 32-quart capacity cooler features LSU logos and coordinating stripes. It features four numbered cup holders and two plastic handles that make it easy to carry to the pool or tie to another float or to a dock! Made of thick, durable .25 mm polyvinyl, the Inflatable Cooler cleans up easily with warm, soapy water and deflates for easy storage. Just fill with your favorite beverages and snacks and enjoy! Style # CLG0039, $20.00/ea., Packed 4.

**Ordering Information:**
Special LSU Promo!!!!!!
Offer expires 06/30/07
Orders over $500 – 5% discount
Over $1000 – 10% discount

To place an order, call Team Sports America, Inc. toll free at 1-888-567-TEAM (8326) and dial 1 for Customer Service. Be sure to mention “LSU07 Promo” to receive discounts.

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**Tailgate Golf by Logo, Inc.**
The popular gameday pastime of Tailgate Golf is now available from Logo, Inc. in full LSU colors. Logo, Inc is the first licensee to introduce Tailgate Golf as an Officially Licensed Collegiate Product. This game is easy to play with two people and shows off that LSU school spirit in every way! The balls, crossbars, and even the carrying bag all have LSU logos. When assembled the game measures 25.5” L x 23.75” W x 37.5” and it is made with durable materials. Instructions are included and assembly is quick and easy.

Please contact Kris Talley at 888-959-3030, 615-261-9206, or Kris@logochairs.com for additional information.
Routh Illustrations’ Spill Containment Mats

Protect your SUV interior in Tiger style with the patented new Guardian Quilt® technology available through Routh Illustrations. These mats will absorb and completely contain gallons of liquid and provide total protection for any surface underneath.

Guardian Quilt® technology applies 3 layers of protection for the vehicle’s interior. The attractive cover and the quilted pad underneath are both easily removed and machine washable for cleaning. The third layer of protection is a heavy duty PVC coated vinyl containment layer that is impervious to liquids. Any surface underneath the mat is completely safe from any liquid that is absorbed into the Guardian Quilt®. The entire unit is held together by readily accessible Velcro® fasteners and easily disassembles for cleaning and reassembles in seconds. A Picnic and Snack area sized mat is also available.

For ordering and size information contact Mike Swain (225) 572-8368 or (225) 667-8558 or mikeswainco@cox.net. For more product information visit:  www.cargomat.net
Universal Remote Control – a 20 million unit replacement business! The first official LSU universal remote control controls up to four devices including TV, DVD Player, VCR, Satellite, Cable box, and it works with all audio components. Made by the #1 Brand in the world One For All and backed by a full lifetime warranty. Full web support, easy set up. $19.99 Suggested retail. www.collegeremote.com

SportClip – over $1 Billion in headphone sales annually! This comfortable SportClip provides great sound reproduction and is manufactured by Koss, the inventor of the headphone 53 years ago. Great for working out or on the go and backed by a lifetime warranty. These earbuds work with ipod, DVD and mp3 players, and are available in two colors. Great for students, Alumni and all LSU Fans! $14.99 suggested retail. www.collegeheadphones.com

Contact North American Licensing Company for more info at: (248) 203-2985 or (866) 904-2985 toll-free

REMINDER---Nike Jersey and Performance Apparel Agreement

We include this section to remind you that LSU’s exclusive agreement for the jersey and performance apparel product categories is only a few months away. LSU is one of only a handful of institutions that has finalized such an agreement with Nike and we believe this is an outstanding opportunity to grow the LSU licensing program. Here is a list of some of the particulars of the agreement and feel free to contact us for more details:

- LSU has granted exclusive rights to Nike in the jersey and performance apparel product categories effective 7/1/07.
- The exclusive rights do not apply to youth and toddler sizes, baseball jerseys, or performance apparel golf/polo shirts.
- Existing orders are not impacted and current licensees retain rights in these product categories until April 30, 2007 with a 60 day depletion period of inventory.
- Nike will sublicense to Knights Apparel which authorizes them to produce and sell jerseys to the retail accounts that Nike does not currently sell to. Contact Bob Truax with Knights Apparel for more information on their jersey program at 612-840-5769.

“Exclusive” Licensed Articles:


“Non-exclusive” Licensed Articles:

Jerseys/Uniforms: 1. Replica Women’s Basketball Jerseys and Shorts; 2. Replica Hockey Jerseys; 3. Replica Baseball Jerseys; 4. Replica Jerseys-other; 5. Vintage/Throwback Jerseys - Hockey, Baseball and other (i.e. non Football or Men’s Basketball); 6. Fashion Jerseys - Hockey, Baseball and other (i.e. non-Football or Men’s Basketball)

Performance Apparel: 1. Golf/Polo Shirts

As always we encourage you to contact Brian Hommel (225-578-7237, bhommel@lsu.edu) with any questions or concerns.