Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that the hot summer is going well for both you and your business. The Back to School season is in full swing and LSU football is right around the corner. Anticipation is continuing to build for what could be an outstanding season for the Tigers.

On August 31, 2007 (the first week of classes and the day after LSU’s away game vs. Mississippi State), the Third Annual College Colors Day Celebration will take place across America.

**What is College Colors Day 2007?**

College Colors Day 2007, which coincides with both “back to school” on campus and the kick-off of the college football season, seeks to celebrate and promote the traditions and spirit that drive collegiate athletics by encouraging fans, alumni and students across the country to wear apparel of their favorite college throughout the day of August 31, 2007. In a nutshell, it is a fun, casual Friday where people are encouraged to wear officially licensed collegiate apparel of their favorite institution.

If you are interested in College Colors Day signage for your store and for additional information on this national collegiate celebration please visit [www.collegecolorsday.com](http://www.collegecolorsday.com).

**Gold Game Reminder**

This season’s Gold Game will take place on September 22nd vs. South Carolina. Fans will be encouraged to wear gold during this game so you can expect a high demand for gold apparel leading up to the 22nd.

**Homecoming Reminder**

This season’s Homecoming game will take place on November 10th vs. Louisiana Tech. Many out of town alumni will descend upon your store during this weekend to find the latest Tiger gear.

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](http://www.clc.com) and click on the TCE Tradeshow link.
**Magna-Coolie**

Topperscot’s Sports Magna-Coolies are patented beverage holders that combine powerful magnets with soft but durable PVC to create the perfect accessory for tailgate parties, camping trips and other events. The Magna-Coolie easily attaches to any steel surface like a car, truck, RV, tractor, motorcycle or even a riding lawn mower! The magnets are located deep within the PVC holder so surface scratches are never a concern. There is even a magnet on the bottom keeping the Magna-Coolie from easily sliding off a flat surface. Custom printed with LSU’s logo, Magna-Coolies can comfortably hold most 12 to 16 ounce cans or bottled beverages.

For more information call the toll-free number (800) 334-2518, enter extension 28 and ask for Danette.

**Rally Face**

Rally Face is a unique new state-of-the-art product ideal for fans of all ages. Rally Face can be worn just like glasses, as a regular mask, or easily attaches to the back of your favorite baseball cap. This versatile face mask can be rotated up, or turned around when needed. This ultramodern, leading edge design provides an alternative to that warrior image without the mess of make-up.

Visit the gallery at [www.rallyface.com](http://www.rallyface.com) for a 3-D interactive view of the LSU Rally Face. For ordering information contact Gary Wendt at 818-832-1320 or gwendt@rallyface.com.
"Expand" your sales with the LSU Stretch Wallet

There are many products that use various methods of holding money and cards, but none are as slim, secure, and versatile as the Stretch. Its dual band functionality provides an ideal alternative for people who want to eliminate the bulk of a wallet and the limitations of a money clip. The LSU Stretch enables students, alumni, and fans to display their LSU pride everywhere they go.

For pricing and ordering information, call Deborah Velleco toll free at 866-577-9998 or e-mail deborah@stretchmoneyholder.com
For more product information go to:  www.stretchmoneyholder.com

“Tradition” print by Mike Torian

“This print, entitled “Tradition,” is by award-winning photographer, Michael Torian. The print captures the great tradition of Saturday night at Tiger Stadium as it is passed down from generation to generation. The photograph was placed in Tiger Stadium in the Fall of 2006 and it has been praised as being both a moving sports photograph as well as one of the fine art pieces for which Torian has become recognized over the years.

For ordering information, please contact Torian Artworks, L.L.C. at (337) 781-2555
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, 2006 through June 30, 2007 on all collegiate merchandise sold.

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

Thank you for your work as an LSU Tiger Tailer. Your efforts have served to put LSU at #11 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.