Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your business have had a great first quarter of 2008. The LSU Lady Tiger basketball team’s very successful season recently ended with their fifth consecutive Final Four appearance. CLC worked with the Tampa Police Department on LSU’s behalf and confiscated over 200 unlicensed Women’s Final Four products in and around the city.

The Football National Championship was no doubt a boon to your store and it has also resulted in a record royalty year for LSU. Through only three quarters in the fiscal year, LSU has generated over $4.3 million in royalties. LSU’s previous royalty record was just over $3 million in 2006-07. We appreciate the great job your store continues to do to support LSU through the sale of officially licensed products.

The Tiger football team will begin defense of their BCS and SEC championships with a home game against three time defending D-1AA National Champion Appalachian State. Other key Tiger Stadium matchups are scheduled against Mississippi State (HOMECOMING & GOLD GAME), Georgia, and Alabama. The 2008 season is sure to bring 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.
In the LSU Football Vault, Herb Vincent weaves a tale of lore and legends through the century-plus history of LSU football from the first game in 1893 through the national championship team of 2007. This detailed 144 page “scrapbook” contains never-before-published photographs, artwork and memorabilia drawn from LSU’s athletic department, campus archives and Vincent’s personal collection. Tucked into dozens of sleeves and pockets, fans will find reproductions of old game programs, historic tickets, numerous postcards and photos. These fascinating replicas include an 1896 team photo, a 1947 Cotton Bowl ticket, a 1955 speech outlining coach Paul Dietzel’s first personal tour of Louisiana, the official stat sheet from the 1959 LSU-Ole Miss game, at 2004 Sugar Bowl press pass and a felt replica LSU pennant. No Tigers fan should be without this “home archive” of LSU’s illustrious football history. The books’ foreword was written by Head Coach Les Miles and the afterword was written by Bert Jones.

For ordering information contact Will Hollis with Whitman Publishing at 404-235-5319 or will.hollis@whitmanbooks.com.
LSU Tiger Pride by Tony Bernard

Louisiana Artist Tony Bernard expresses on canvas the unique and rich tradition of the Pride of Louisiana State University. Bernard completed this 3 ft. by 6 ft. painting just hours after the National Championship Game, putting the final touches of the crystal football in the painting. The edition size is limited to 2007 prints representing the year of this National Championship. Canvas copies of the original size of the painting are also available. Tony Bernard is looking forward to continuing to produce eye catching LSU fine art in the future.

LSU TIGER PRIDE by Tony Bernard
Limited Edition of 2007 S/N Prints
Print Size 20"x34"
www.bernardstudio.com
tony@bernardstudio.com
337-235-4147

Jenkins Enterprises’
Magic Answer Ball

All you need to do is ask the LSU Magic Answer Ball a question, and your answer will be dazzingly revealed before your very eyes. 20 possible answers include: Yes, Feel lucky, Need more options, Just do it!, Don't be afraid, Take a chance, Too risky!, Big mistake, Absolutely!, Focus & ask again, The stars say no, Consult me later, No, You can count on it, No doubt about it, Unlikely, Think about it, It's your decision, Don't bet on it, Just listen!

For ordering information, contact Carter Wallace at 501-945-2600 or carter@jenkins-enterprises.com.
**LSU Piñata by Aztec Imports**

Piñatas are a festive addition to any tailgating party, birthday celebration or school event. The LSU football helmet piñata can also be used as a room or dorm decoration and it makes a wonderful and affordable gift for any LSU fan.

For info visit [www.aztecimports.com](http://www.aztecimports.com) or contact Al Balibrera at: 800-537-9437, 915-858-8668 (fax), or [al@pinatas.com](mailto:al@pinatas.com).

**Amount per Case:** 2  
**Case price:** $18.00  
**Suggested Retail Price:** $17.99 each  
**Dimensions:** 13 x 10 x 13"  
**UPC:** 721083780121  
**Product Code:** PCFLSU

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**Relive the Excitement With Everlasting Images’ BCS National Championship Game Panorama**

Everlasting Images’ BCS National Championship Game Panorama poster is the perfect way for any Tigers fan to relive the 38-24 National Championship Game victory vs. Ohio State. There are several framing options to enhance the look of the poster. Frames are available in black, cherry, and a special deluxe frame with blue and white double matte and brass plaque.

For ordering information contact Everlasting Images at 800-937-0987 or [stadiumviews@yahoo.com](mailto:stadiumviews@yahoo.com).
FREE Mike VI Youth Activity Booklets Available

LSU Trademark Licensing is excited to offer FREE youth activity booklets to all LSU Tiger Tailers. The youth activity booklet allows kids a fun opportunity to learn about Mike VI and LSU. Activities in the booklet include a word find, word mix & match, a spelling game, and a mascot Mike for coloring. The glossy booklets come pre-folded into an 8 ¾” x 6” piece that would make a great counter top item or bag stuffer for your customers. Please contact Brian Hommel at 225-578-7237 or bhommel@lsu.edu if you would like to offer some of the FREE Mike VI youth activity booklets to your customers.

Front Cover

Introducing Mike VI and fun stuff inside...

Back Cover

Inside

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 TCE Tradeshows link.