Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your business have had a great summer. The LSU baseball team capped an amazing season with a trip to the 2008 College World Series. LSU Trademark Licensing and CLC worked with the Omaha Police Department and confiscated 250 unlicensed College World Series products in and around the city. Both the LSU Women’s Gymnastics team and the Women’s Outdoor Track and Field team enjoyed highly successful 2008 campaigns. The Gymnastics team participated in its first ever Super Six Championship and the Lady Tigers Outdoor Track and Field team won its 14th National Championship.

Gold Game & Homecoming Reminder

This season’s Gold Game and Homecoming will take place on September 27th vs. Mississippi State. Fans will be encouraged to wear gold during this game so you can expect a high demand for gold apparel leading up to the 27th.

College Colors Day

College Colors Day will take place on August 29, 2008. Please see page 6 of this newsletter for more information on College Colors Day and details on how you can obtain free College Colors Day signage for your store.

Thank you!

LSU generated over $5.3 million in gross royalties in FY 2007-08. 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.
Find Mike the Tiger Children’s Book by My Campus Adventure

"Find Mike the Tiger! (Mike VI, Too!)" is a delightful 36 page hardcover book for children where Mike the Tiger and Mike VI, the loveable mascots of Louisiana State University, are hidden throughout 15 colorful and exciting campus and athletics scenes, including a football game at Tiger Stadium. Children will be engaged and entertained as they search for the hidden mascots and other fun items while learning about unique LSU traditions, school sports, and campus life. These books make great gifts for any future LSU fans! Visit www.mycampusadventure.com or contact Kim Wewers at 817.800.0132 for more information.

Bakins Ventures’ FanPan—Silicone Baking Pans and Ice Cube Trays

FANPAN™ is a multi-use pan great for cakes, muffins, cupcakes, brownies, cookies, gelatin and salad mold, ice cream mold, ice cubes, chocolate and candy mold, and a serving dish. FANPAN™ is manufactured out of 100% FDA approved silicone and is refrigerator, freezer, microwave, and dishwasher safe. FANPAN™ provides direct freezer to oven convenience, withstands temperature ranges of -76°F to 450°F, provides flexible and easy release, and allows for even heat distribution. Bakins Ventures, LLC is family owned and operated. They are headquartered in Farragut, Tennessee, and their founders love college sports! FANPAN™ products are perfect for tailgating, hosting a party, or surprising the family and friends with their favorite team logo shaped treat. For ordering information please contact Thomas Deakins with Bakins Ventures at: 865-399-2610 or bakins.ventures@gmail.com.
Championship Marketing is proud to announce the product launch of a personal Home Lawn Stencil kit with the officially licensed logos of the LSU Tigers. The kit allows fans to put the Purple and Gold “LSU” logo or the Eye of the Tiger logo on their lawn with a water based field marking paint that won’t harm the grass. The stencils are made out of tough, long lasting and durable 10mm polyethylene plastic. The kit comes with cans of University approved LSU Purple and Gold field marking paint, and fans can purchase additional field marking paint at www.gamedaylogo.com. This paint is similar to the paint used in Tiger Stadium as well as athletic fields all over the US. Also included in the kit are: stakes to secure the stencil during the application process, one glove, and a full instruction sheet. All Tiger fans need is a lawn, a Home Lawn Stencil kit and about 20 minutes and Boom! Tiger Stadium has come to their backyard.

The officially licensed stencil kit has multiple uses: paint “LSU” or the Eye of the Tiger at the camp, garage, workshop, kid’s bedroom, fitness room, parking space or even use the stencil to map out a flower bed to plant flowers in the shape of the letters “LSU”. The stencil will hang on the wall with some painters tape and Tiger fans can trace it out with a pencil, get some purple and gold interior or exterior paint from their local home improvement store and connect the dots. There are limitless options.

For pricing and ordering information please call 877.729.1866 or visit www.gamedaylogo.com.

Forest Face by Team Sports America

Team Sports America introduces one of the hottest items to hit the sports licensed market this year, the Forest Face. Since its introduction in early June it has been receiving an extremely strong reaction at the retail level. With that recognition, TSA is ramping up production for Fall and will have strong availabilities during the fourth quarter. To order contact TSA toll free at 1-800-567-8326. SRP $19.95

Championship’s LSU Home Lawn Stencil Kit
Local musician Michael Toussaint presents the officially licensed LSU Tailgate Party CD. The CD consists of 5 original tailgate party songs:

Toussaint, the multi-talented Musician/Producer, plays three instruments: Trumpet, Keyboards, and Drums. Toussaint was once part of the band called “Uncle Remus” who recorded their first album in 1978 and was offered a three album record deal with Capital Records. Toussaint and the band continued to perform with such artists as: Teddy Pendergrass, Luther Vandross, Cameo, The Gap Band, Bobby Blue Bland, Wynton Marsalis, Branford Marsalis, and a host of other artists who came through the Baton Rouge area.

While acting as Graduate Assistant Marching Band Director at Southern University, Toussaint participated in numerous half-time performances with the marching band during New Orleans Saints football games. On one occasion, Toussaint sang the “Who Dat” chant during a half-time performance in the Superdome. In 2007, Toussaint wrote two tailgate party songs for the New Orleans Saints, which are scheduled for release this coming football season courtesy of MardiGras Records.

Please contact Michael Toussaint for ordering information at: 225-252-2560 or lsucd@yahoo.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, 2007 through June 30, 2008 on all collegiate merchandise sold.

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

Thank you for your work as an LSU Tiger Tailer. Your efforts helped LSU generate a record in Licensing Royalties generated back to the University as well as the #4 overall ranking in the CLC Consortium. 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.
On Friday, August 29, 2008 the fourth annual National College Colors Day celebration will take place across America.

College Colors Day, which coincides with both “back to school” and the kick-off of intercollegiate athletics, including football, seeks to celebrate and promote the traditions and spirit that make the college traditions great by encouraging fans, alumni and students to wear apparel of their favorite college throughout the day of Friday, August 29, 2008. Basically, it is a fun, casual Friday where people are encouraged to wear officially licensed collegiate product of their favorite institution. For additional information on this national collegiate celebration please visit www.collegecolorsday.com.

If you are interested in free College Colors Day signage for your store, please visit www.collegecolorsday.com or contact Brian Hommel at bhommel@lsu.edu. An example of the signage is shown at the bottom left of this page.

The following is a link to a commercial CLC produced to help promote College Colors Day 2008: http://www.youtube.com/watch?v=Awm8uQe0j7c

The 30 second spot will run on national cable, as well as on DirecTV and Dish Network the ten days leading up to College Colors Day 2008. News and sports networks are the primary places where the spot will run. This includes CNN, Fox News, Headline News, and MSNBC, as well as ESPN, ESPN 2, and ESPN News. You are welcome to add the spot to your store’s website to help promote College Colors Day.
FREE LSU Football Schedule Cards

LSU Trademark Licensing is excited to make you aware of FREE LSU football schedule cards that are available to your store. Produced by the LSU Agriculture Center, the glossy football schedule cards measure 4.25” wide by 5.5” long. The 2008 LSU football schedule is on one side and the opposite side contains helpful information about mosquitoes. Please contact Jensen Young with the LSU Agriculture Center at Jyoung@agcenter.lsu.edu if you would like to offer some of the FREE football schedule cards to your customers. Quantities are limited so please act fast and specify how many schedule cards you would like.

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat, Aug 30</td>
<td>Appalachian St. * Baton Rouge (Tiger Stadium)</td>
<td>4:00 p.m.</td>
<td></td>
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<tr>
<td>Sat, Sep 6</td>
<td>Troy * Baton Rouge (Tiger Stadium)</td>
<td>7:00 p.m.</td>
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<tr>
<td>Sat, Sep 13</td>
<td>North Texas * Baton Rouge (Tiger Stadium)</td>
<td>7:00 p.m.</td>
<td></td>
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<tr>
<td>Sat, Sep 20</td>
<td>Auburn * at Auburn, Ala. (Jordan-Hare Stadium)</td>
<td>TBA</td>
<td></td>
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<tr>
<td>Sat, Sep 27</td>
<td>Mississippi St. (HC) * Baton Rouge (Tiger Stad.)</td>
<td>TBA</td>
<td></td>
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<tr>
<td>Sat, Oct 11</td>
<td>Florida * at Gainesville, Fla. (Ben Hill Griffin Stad.)</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Sat, Oct 18</td>
<td>South Carolina * at Columbia, S.C. (Williams-Brice Stad.)</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Sat, Oct 25</td>
<td>Georgia * Baton Rouge (Tiger Stadium)</td>
<td>TBA</td>
<td></td>
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<tr>
<td>Sat, Nov 1</td>
<td>Tulane * Baton Rouge (Tiger Stadium)</td>
<td>7:00 p.m.</td>
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<tr>
<td>Sat, Nov 8</td>
<td>Alabama * Baton Rouge (Tiger Stadium)</td>
<td>TBA</td>
<td></td>
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<tr>
<td>Sat, Nov 22</td>
<td>Ole Miss * Baton Rouge (Tiger Stadium)</td>
<td>TBA</td>
<td></td>
</tr>
<tr>
<td>Fri, Nov 28</td>
<td>Arkansas * at Little Rock, Ark. (War Mem. Stad.)</td>
<td>1:30 p.m.</td>
<td></td>
</tr>
</tbody>
</table>

* conference games

Mosquitoes: The Flying Hypodermic Syringe

Some mosquitoes just bite you and fly away with your blood. Others bite you, take your blood and leave something behind – human pathogens – which cause disease! Only the female mosquito bites. She needs a meal of blood before she can lay eggs. As soon as she mated, she starts looking for a source of that meal – she will fly only as far as needed to satisfy her craving. And if you’re nearby, she’ll cap you!

Mosquitoes all need water! Their eggs need water to hatch. Some mosquitoes lay their eggs in fairly clean water, others prefer really nasty water and some prefer brackish water. Still others will lay their eggs in moist soil, and the eggs will develop when the soil floods, and the cycle starts all over again.

No water... No mosquitoes... No bites! You can help prevent mosquitoes from overwhelming your backyard by making sure no water is standing around. At least once each week, check the yard for any containers that might hold water and become a breeding site. Empty containers and change the pet's water. The female mosquito needs only a small amount of water to lay her eggs.

Be prepared! If you must go outside at dusk, wear long sleeves or use a mosquito repellent that contains a repellent registered with the Environmental Protection Agency.

Contact Mary Grederer at (225) 578-2180 in the LSU AgCenter Department of Entomology in Baton Rouge or contact your local LSU AgCenter parish office for more information.

mgroder@agcenter.lsu.edu

Visit our Web site at www.lsuagcenter.com/mosquitoes
We include this section to provide you with an important update regarding LSU’s exclusive agreement with Nike for the jersey product category. The first two bullet points in red explain the updated information and below that we have included a reminder of some of the particulars of the jersey and performance apparel agreements with Nike:

- Nike will produce and sell Sports Specialty labeled jerseys to retailers who currently do not have a Nike account. Nike has contacted many non-Nike retailers about the Sports Specialties program. If you have not been contacted about this program, we strongly encourage you to reach out to Nike’s Louisiana sales rep for more information: Pam Reding, Nike Licensed Sales, 972-726-2773 office, 972-991-8059 fax, or pam.reding@nike.com.
- Last year Knights Apparel/Red Oak Sportswear sold their jerseys to various non-Nike accounts. This year they switched to an NCAA garment label in their jerseys and they cannot distribute these jerseys beyond the mass retail (Target/Wal-Mart) level.
- LSU 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.

“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.

Visit [www.LSU.com](http://www.LSU.com) to access the most up to date list of LSU licensees. The licensee list is always evolving and is updated monthly.