Dear LSU Tiger Tailer,

LSU Trademark Licensing hopes that you and your business have had a great first quarter of 2009. As summer approaches, we look forward to working with you to make sure that your store has everything you need to take advantage of the excitement that is already building in Tiger Nation for the latter part of the baseball season and the upcoming football season.

**College Colors Day**
The fifth annual College Colors Day celebration will take place on September 4, 2009. College Colors Day, which coincides with both “back to school” and the kick-off of intercollegiate athletics, 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, September 4, 2009. 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](http://www.CollegeColorsDay.com). If you are interested in free College Colors Day signage for your store, please visit [www.CollegeColorsDay.com](http://www.CollegeColorsDay.com) or contact Brian Hommel at bhommel@lsu.edu. An example of this free retail signage can be found on page 7 of this newsletter.

**Gold Game**
This season’s football Gold Game will take place on October 10th vs. Florida. Fans will be encouraged to wear gold to this big game to add to what is sure to be an exciting atmosphere in Death Valley.

**Homecoming**
The homecoming game will take place on November 14th vs. Louisiana Tech.

Thank you for your continued support of LSU through the sale of Officially Licensed Products. We appreciate the tremendous job that you do building the LSU Brand in the Marketplace.
CLC Royalty Rankings

At the end of March, 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, 2008 through March 31, 2009 on all collegiate merchandise sold.

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

Thank you for your work as an LSU Tiger Tailer!

Your efforts in selling officially licensed LSU products have served to put LSU at the #4 overall ranking in the CLC Consortium 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, and we thank you for your continued support of LSU.
Local licensee Reelsouth Productions introduces 3 different series of Officially Licensed LSU photographs. These framed photographs are perfect for the office, home or dorm room.

The purple and gold LSU photographs are framed in a 12 1/8" x 22" black frame. The three 5" x 7" photographs include: The Clock Tower, the columns in the quad and LSU Football. The smaller sepia LSU photographs are framed in a 12 1/8" x 22" brown frame. The three 5" x 7" photographs include: The Clock Tower, the original LSU Union sign and the side of Tiger Stadium. The larger sepia LSU photographs are framed in a 35 1/2" x 15 1/2" brown frame. The three 8" x 10" photographs include: The Clock Tower, the original LSU Union sign and the columns in the quad.

For ordering information, please contact Valerie Lion Sprinkle with Reelsouth Productions at 504-220-8440 or val@reelsouth.net.

Touch by Alyssa Milano
Launched last year with Major League Baseball (MLB), Touch by Alyssa Milano is a high-end brand that blends fashion and function and is a great addition to existing women's sports licensed apparel offerings. The Touch brand empowers the fiercely loyal female sports fans to look and feel their best. Whether cheering on their favorite team or simply living life, Touch provides a platform for female sports fans to rally around.

Touch offers everything from sundresses to tank tops, warm-up suits to lightweight jackets, even Tiger denim jeans. Supporting the Tigers and wearing team gear has never been so fashionable! Touch by Alyssa Milano is now available and you can check out this product at www.Fandalia.com, the Touch website! For ordering information please contact:

Stephanie Aceto
G-III Sports by Carl Banks
203-933-3308 ext 110
Stephanie.aceto@g-iii.com
420 Frontage Rd.
West Haven, CT 06516

LSU Original Photography
Local licensee Reelsouth Productions introduces 3 different series of Officially Licensed LSU photographs. These framed photographs are perfect for the office, home or dorm room.

The purple and gold LSU photographs are framed in a 12 1/8" x 22" black frame. The three 5" x 7" photographs include: The Clock Tower, the columns in the quad and LSU Football. The smaller sepia LSU photographs are framed in a 12 1/8" x 22" brown frame. The three 5" x 7" photographs include: The Clock Tower, the original LSU Union sign and the side of Tiger Stadium. The larger sepia LSU photographs are framed in a 35 1/2" x 15 1/2" brown frame. The three 8" x 10" photographs include: The Clock Tower, the original LSU Union sign and the columns in the quad.

For ordering information, please contact Valerie Lion Sprinkle with Reelsouth Productions at 504-220-8440 or val@reelsouth.net.
**My Email Buddy by Zeppelin Products, Inc.**

MyEmailBuddy (MEB) is a unique desktop accessory that notifies the computer user when a new email arrives by performing motion, flashing light and sound (can be customized with individual sounds). Please visit the Zepp-Pro website for a video demonstration: [http://myemailbuddy.com](http://myemailbuddy.com).

**Product Features**
- Software included
- Multiple mailbox settings
- USB plug and play
- Customize sounds and music
- Hot key triggers Internet Explorer
- Supports Outlook, Outlook Express, Gmail, Yahoo, and other POP3 service.
- Compatible with Windows XP, 2000, and Vista
- Approx Weight: 6oz
- Approx Dimensions: 2.5” x 2.5” x 5”

For ordering information please call 954-989-8808 or email: glebedin@bellsouth.net. You may also fill out the Contact Us section on our website if you would like to receive additional information about this new product.

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**LSU Pumpkin Carving Kit**

Fans can show their Tiger spirit this Halloween season with the officially licensed LSU "Press ‘n Carve™" Pumpkin Carving Kit. Each kit contains 6 different stencils featuring popular LSU images and logos along with a 3-piece tool kit consisting of a scoop, carving saw, and glue stick. The carving saw has a durable metal blade for repeated use. Simply use the glue stick to adhere the stencil to your pumpkin and begin carving. Adult supervision is required. For ordering information, please contact:

**Topperscot**

Toll free: 1-800-334-2518 x14
2323 S. Lipan St.
Denver, CO 80223
Fax: (303) 936-2778
Email: retailsales@topperscot.com
Website: [www.topperscot.com](http://www.topperscot.com)
**LSU Snuggie—Tiger Blanket with Sleeves**

Blankets are OK, but they can slip and slide, plus your hands are trapped inside. The Snuggie™ fleece blanket is super soft, thick and luxurious so it keeps you completely warm. Plus, with roomy, oversized sleeves, it gives you the freedom to use your hands while still being totally wrapped in warmth.

Snuggie™ lets you work the remote, use your laptop or do some reading in total warmth and comfort! It's perfect for home use, outdoor sporting events, drafty dorm rooms and more! Snuggie™ is machine washable so you'll get years of warmth and comfort.

For wholesale ordering information contact Fabrique Innovations, 48 West 38th Street, New York NY 10018, Telephone (800) 511-1595 ask for customer service, Ron Jebran.

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**LSU Fire Pit by Patina Products**

LSU fans have perfected the art of tailgating. What better way to show those skills than with an Officially Licensed LSU TIGERS FIRE PIT and BBQ GRILL. Patina Products has been manufacturing hand-crafted fire pits for over ten years and is proud to introduce their new line of Collegiate Fire Pits.

**Product Info**

- Manufactured from high-quality cold-rolled steel and features a natural rustic patina finish.
- Backed by a 5 year warranty against burn or rust through and will endure countless tailgating seasons.
- School logos are branded into the side of the fire pit, allowing embers and flames to shine through.
- Legs securely welded into place creating a sturdy, stable pit and barbecue. No assembly required.
- Each pit includes a spark screen cover, bbq grate, and fire poker.
- Dimensions: 30”x30”x16”
- Weight: 50 lbs

The LSU fire pit adds a distinctive touch to any backyard or pre-game party and is a great Father’s Day or Graduation gift for any Tiger fan.

*Please contact Cyra Callahan at 800-809-9431 x206 or cyra@patinaproducts.com for more information.*
Masik’s LSU Fragrances

LSU WOMEN’S PERFUME
Inspired by the majestic spirit of the Fighting Tigers, LSU for Women opens with Juicy Plum and Golden Bourbon, symbolizing the time honored school colors of Purple and Gold, pumped up with a splash of Sparkling Mandarin. Dewy Evening Jasmine, Egyptian Tuberose and Turkish Rose Petals dance throughout the heart inviting you to boost and invigorate your school spirit while Warm Honey, Black Agar, Deep Patchouli and Soft Oak lend strength to the base creating a fragrance that is as fierce and confident as the Tigers themselves. A sensual, golden, woody fragrance for the LSU woman.

Top Notes: Sparkling Mandarin, Purple Plum, Golden Bourbon
Middle Notes: Dewy Evening Jasmine, Egyptian Tuberose, Turkish Rose Petals
Base Notes: Deep Patchouli, Black Agar, Warm Honey, Soft Oak

LSU MEN’S COLOGNE
Let yourself unwind and enjoy the lush serenity of the Louisiana State University campus. As the breeze gently blows throughout the oak trees, feel the fresh splash of Frozen Basil, Calabrian Bergamot and Armoise. Transcend your spirit as Provencal Lavender, Crushed Sage, Violet Leaf and Clove Bud Madagascar blend for a cool, purple sensory experience. Take a deep breath and relax while Incense, Indonesian Vetiver, Patchouli and Oakmoss encourage you to soak in the warmth of the amber sun. A luxurious and confident scent for the LSU man.

Top Notes: Frozen Basil, Calabrian Bergamot, Armoise
Middle Notes: Provencal Lavender, Crushed Sage, Geranium, Violet Leaf
Clove Bud Madagascar
Base Notes: Patchouli, Oakmoss, Incense, Indonesian Vetiver

Please contact Katie Masich at 703-888-8487 or Katie.masich@masik.com for ordering information. Additional info can also be found at: www.Masik.com.
College Colors Day Retail Signage

Please visit [www.CollegeColorsDay.com](http://www.CollegeColorsDay.com) or email Brian Hommel at [bhommel@lsu.edu](mailto:bhommel@lsu.edu) to order your free College Colors Day retail signs.