Dear LSU Tiger Tailer,

We hope that the Baseball team’s memorable run to the NCAA National Championship has given your store a boost in sales during this hot Louisiana summer. LSU Trademark Licensing worked with the LSU Athletics Department and the Collegiate Licensing Company during the development of two official logos (pictured right) to commemorate the 2009 Baseball National Championship. The official 2009 National Champions logo (top right) was featured after the clinching win on the field in Omaha as well as at the celebration event at Alex Box Stadium (see above photos). LSU licensee Sewing Concepts played an integral role in producing the flag in time for the post-game celebration. The LSU Baseball Legacy logo (bottom right) is similar to the official 2009 logo but it equally features the six dates of LSU’s Baseball National Championships. Both logos are available for use on products produced by the NCAA licensees and Baseball National Champions licensees that can be found at [www.LSU.com](http://www.LSU.com).

The Back to School season is here and another challenging football schedule is set to kick off in Seattle, Washington on September 5th. The following are some other important dates to remember:

**College Colors Day**
Friday, September 4, 2009

**Gold Game**
Saturday, October 10th vs. Florida

**Homecoming**
Saturday, November 14th vs. Louisiana Tech.

**CAMEX**
Saturday, March 13 – Monday, March 15, 2010 in Orlando, FL

Thank you for your continued support of LSU through the sale of Officially Licensed Products. We appreciate the outstanding job that you do building the LSU Brand in the Marketplace.
At the end of June, 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 June 30, 2009 on all collegiate merchandise sold.

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

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.
In celebration of the Tigers’ 2009 NCAA Baseball National Championship, artist Michael Hunt has created a limited edition lithograph. This artist hand-signed and numbered fine art print is limited to only 2009 copies. The 30” x 21.5” size is the same size as Hunt's LSU Football National Championship lithograph which was hand-signed by coach Les Miles. Collectors who purchased that print will be very interested in the baseball lithograph to add to their collection. The artist signed and numbered edition was designed to sell for $50 retail.

For wholesale inquiries, please call Tammy at the Hunt Studio (504) 371-8300.

Carlson Sports Images is your source for creative and high quality art prints that are reasonably priced. Sure to increase in value, these LSU Baseball National Champions lithographs are limited edition art prints (2,500) signed by the artist. Each lithograph is approximately 13” x 19” printed in brilliant color on heavy, matte cover stock. Optional, large, 18” x 24” frames are made from real wood with a beautiful dark cherry finish. Frames come professionally mounted, double matted with plexiglass covering and rigid backboard.

The artist, Guy Carlson, has won over 100 awards of excellence in design and art. Guy has over 30 years experience in fine arts and graphic design. His designs have been used by some of the largest companies in the U.S., including GE, Microsoft, Walt Disney, CBS, AT&T, Hilton, Allstate, Warner Brothers, Honda, Yamaha, Dell, BellSouth, Sea World, Home Depot, GEICO, GM, Ford, Chrysler, Universal Studios and hundreds more.

Tony Bernard has created another phenomenal art print commemorating the New Alex Box Stadium and the 2009 NCAA Baseball National Championship. The prints are hand-signed and numbered by Tony Bernard. They are limited to 500 prints. Tony is in discussions to possibly develop a Coach’s Edition of 100, hand-signed by Coach Paul Mainieri and Tony Bernard. For more info contact Tony at, tony@bernardstudio.com or 337-235-4147.

**LSU Replay Peels**

LSU fans can now purchase 4-foot removable vinyl wall clings of Mike the Tiger and Tiger Stadium. Replay Peels are the perfect addition to any Tiger fan’s dorm room, apartment, kids’ room or game room. In celebration of LSU’s NCAA Baseball National Championship, a peel of Mike the Tiger in an LSU Baseball jersey has been recently added to the product line.

Each Replay Peel Includes:
- 4-foot tall school mascot or stadium
- 5 additional school marks and logos
- Removable wall graphics
- Easy application and safe for walls

For wholesale information, please contact Nick Foster at Replay Photos, (919) 688-2100 or email info@replayphotos.com. Retail display also available. Additional information can be found at www.replayphotos.com.
Mike the Tiger Standing Figure

New LSU licensee Crescent City Collegiate Creations is a Louisiana based company that is proud to introduce their officially licensed and patented Mike the Tiger standing figure. Mike stands two feet tall and is made of sturdy molded plastic with movable head and arms. Mike comes complete with an interchangeable jersey. Perfect for tailgating or just showing your LSU tiger spirit! Makes a great gift for any tiger fan.

Available Now.
For ordering information contact Patricia Granier at 504-606-6487 or email: ceo@geauxtigercreations.com

Fleur de Sign Studio LLC

New Tigre’ Coolers

The Tigre’ Cooler is a new product exclusively made by
Artist and creator of The Fleur de Tigre’
Stacey Uffman Blanchard
These Coolers are great as a gift or for tailgating.

12 qt. Ice Cube
54 qt Marine
100qt. Atv
120qt. Atv
Fleur deSign Studio can design a custom Cooler for your Company.

Call Stacey for Details 225-975-2028

A COOLAWRAP PRODUCT
Commemorative National Champions Baseball to Benefit LSU Band Hall Fund

This LSU Baseball commemorates the 2009 NCAA Baseball National Championship and includes the official full color Men’s CWS Logo on the front and the LSU logo on the back panel. The left panel includes Alex Box Stadium history and information. The Right Panel includes the Team history including the years of the six national championships, also commemorating the 15 College World Series appearances, 23 NCAA Tournament Appearances and the 14 Time Conference Champions. The “sweet spot” on the top panel displays “2009 College World Series Champions, LSU TIGERS, A Season to Remember, Limited Edition of 2009”. The baseball comes with a standard 3” cube display case with black acrylic inside the base that holds the ball.

A portion of the proceeds from the sale of each of these LSU College World Series Baseballs will be donated to the LSU Band Hall Fund. This donation will benefit Tiger Band members, and help the LSU Tiger Band achieve its goal of building a new state-of-the-art band hall on the LSU campus.

For ordering please contact Michele Williams at 800-345-2868 or michelewilliams@nikcosports.com.

GELZEEZ—Protect Your Data With Style

LSU fans can show their team spirit anywhere with this one-of-a-kind product. GELZEEZ are rubberized silicone sleeves shaped to look like LSU football, baseball and basketball uniforms that cover a 2 GB USB drive. Fans will regularly use this product as they can store and transfer their own music, photos, and data. Fans can use one Quic-Key 2 GB USB drive and change out the sleeves to represent each sport’s season. GELZEEZ and the Quic-Key are available in secure single packaging or combo packs. GELZEEZ delivers a high quality product, on time, and at a consumer-friendly price point. GELZEEZ are proudly made in America and are an affiliated collegiate licensee of the Fair Labor Association.

For ordering information please contact Pamela Bills | New Business Representative Sink or Swim Enterprises | GELZEEZ 1312 Oxbridge Dr. | Lutz, FL 33549 Direct: 678.697.9714 | Fax 813.746.4742 | pam@GELZEEZ.com

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 Buyer’s Guide link or visit www.TheCollegiateExchange.com.
LSU Game Face Performance Sunscreen

Game Face Performance Sunscreen is specially formulated with the outdoor sporting fan in mind. It is water and sweat resistant and provides SPF 30 and UVA/UVB protection. Tiger fans will love the patented bottle opener design for the ultimate tailgate party! A quick clip of the travel clip will give fans one less thing to worry about packing for the game. Game Face is available in a 2oz lotion and a 6oz continuous spray and can be purchased as open stock or displays. Please contact Rob Lisiak at Agility Sports for more information at 616-957-1614 or robl@agilitysports.net.

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 kickoff of intercollegiate athletics, seeks to celebrate and promote the traditions and spirit that make the college experience 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 products of their favorite institution. For additional information on this national collegiate celebration please visit www.CollegeColorsDay.com. If you have not already received free College Colors Day signage for your store, please visit www.CollegeColorsDay.com or contact Brian Hommel at bhommel@lsu.edu. An example of this free retail signage can be found to the right.

LSU Trademark Licensing Welcomes the Following New Licensees

- Activa Global Sports & Entertainment LLC
- Atrium Corporation
- Boxercraft Inc.
- BrandCentrik Inc.
- Centon Electronics Inc.
- Collegiate Camo Mascot Brands Inc.
- Collegiate Snuggie by Fabrique Innovations
- Creative Essentials LLC dba Lap Desk
- Crescent City Collegiate Creations
- Cross License/Toy Factory LLC
- Disney Athletic by Knights Apparel Inc.
- Disney by MJ Soffe
- Dormshades LLC
- Future Fan Maternity LLC
- G-7 Enterprises LLC
- Graphic Awards
- Hillerich & Bradsby Co
- Ketch the Spirit LLC
- Levelwear
- License House - The
- Mee Too LLC
- Ne'Qwa Art
- Nu School
- Pinemeadow Golf Products Inc
- Piro LLC
- Pizazz Glass Inc. DBA Suzy Capitelli
- Snuggler-The by Northwest
- Team Trees LLC
- TMP International Inc. d/b/a McFarlane Toys
- Warm Whiskers
- Zungz Company - The

Visit www.LSU.com to access the most up to date list of LSU licensees. The licensee list is always evolving and is updated monthly.