

presented by the collegiate licensing company



Optimism Abounds in the College Market

The Collegiate market continues to be one of the most exciting, fastest growing categories in the licensing industry. The number of collegiate sports fans continues to increase, and with the student population projected to surpass 16 million within the next few years, new fans and new sales will keep the market invigorated. The upcoming 2004-2005 academic year looks to be one of the most promising in the history of the college market.



During the 2003-2004 academic year, the apparel category saw its third straight year of growth. The Collegiate Licensing Company (CLC), the nation's leading collegiate licensing and marketing representative, is optimistic that the growth will continue in 2004-2005.

The women's category experienced unprecedented growth for the second consecutive year, while the youth categories also increased. Additionally, the college market's innovative non-apparel licensees continue to find creative ways to market their products. Growth categories include video games, collectibles, domestic products, and companies producing tailgating supplies.

In addition to traditional top sellers like Michigan, North Carolina, Notre Dame, Oklahoma, and Texas, several schools are emerging on the regional and national level including the University of Central Florida, Fresno State, Marshall, Montana, Rice, Saint Josephs, South Florida, and Texas Christian University (TCU).

New licensing programs will impact the marketplace during the 2004-2005 academic year, including a co-branded NCAA apparel and headwear line from VF Imagewear and Zephyr, NCAA football apparel line from Nike, a Heisman Trophy apparel line from Reebok, and for the first time, The Yard, a co-branded program with G-III and New Era surrounding America's Historically Black Colleges and Universities (HBCU).



"A major goal of CLC's marketing efforts has been to increase the value of the brands we represent and the products those brands license. We understand the apparel marketplace is a highly competitive one, and in order for collegiate product to continue to grow we have to bring our consumers increased value," said Kit Walsh, Senior VP of Marketing for CLC. "The introduction of several of these co-branded initiatives are aimed at achieving that goal. The combination of trend-right, innovative collegiate product, the heritage and affinity of school brands, and the excitement of combining those attributes with co-brands such as the NCAA will energize the collegiate product assortment in 2004-2005 and continue to give consumers exciting new choices."

The college sales season will begin in earnest in August 2004 with back to school and the start of the college football season. A record 46 million fans attended college football games last season and chances are that this number will be surpassed in 2004. The football season will climax with the 2005 Orange Bowl National Championship Game in Miami on January 4, 2005.

During the months of January and February 2005, attention will turn towards the annual tradeshow, such as The Super Show in Orlando, MAGIC, the men's apparel show, in Las Vegas, and CAMEX, the college bookstore expo, in New Orleans.

Then, April 2005, the Men's and Women's Final Four take place in St. Louis and Indianapolis, respectively. The Women's NCAA Basketball Tournament is fast becoming one of the most popular events in all of sports. A record number of fans tuned into ESPN & ESPN2 to watch the 2004 Women's NCAA Tournament, and the women's final game was one of the highest rated ESPN programs ever.

The year will conclude in June 2005 with the College World Series in Omaha.



REEBOK HEISMAN TROPHY CO-BRANDED
The Heisman Trophy pose is one of the most recognizable in all sports. Now that pose is an icon for a new co-branded apparel line from Reebok.
TO ORDER: contact your Reebok sales representative.



VF IMAGEWEAR NCAA CO-BRANDED
Style, design and product innovation combined with the NCAA brand, which is the thread that ties the college market together. The VF NCAA co-branded apparel line is new for 2004-2005.
TO ORDER: call 800-444-5574.



ZEPHYR NCAA CO-BRANDED
Zephyr has great college caps. Now these caps come with equipped with the NCAA logo. The Zephyr NCAA co-branded program is new for 2004-2005.
TO ORDER: call 888-282-0994



"THE YARD"
G-III LEATHER FASHIONS/NEW ERA CAP
The Yard is dedicated to advancing the tradition, culture and aspirations of Historically Black Colleges and Universities (HBCU). G-III Leather Fashions and New Era Cap introduce "The Yard." Shape The World.
TO ORDER: caps, call New Era Cap at 800-989-0445; apparel, call G-III Leather Fashions at 212-403-0888.



MAJESTIC ATHLETIC
The College World Series in Omaha is what all Division 1 college baseball teams strive for. Majestic is proud to introduce College World Series jerseys for the participating schools. Each jersey includes the College World Series logo.
TO ORDER: call 800-955-8555.



DREW PEARSON MARKETING ESPN CO-BRANDED
No network covers college sports like ESPN. Consumers can now purchase ESPN College Football Gameday and College Basketball Gamenight caps from Drew Pearson.
TO ORDER: call 800-879-0880 or visit www.drewpearson.com.



G-III
G-III Sports' ladies' team color arctic fleece jacket with nylon shoulder panels. Features school logo at left chest and mini-diamond quilted lining. Available in sizes Small thru XL. G-III Sports' mens' reversible jacket features oxford nylon shell, reversible to arctic fleece. Available in sizes Medium thru XXL.
TO ORDER: call 212-403-0888.



GLOVES INTERNATIONAL
Collegiate Golf Gift Set by Gloves International. Set includes: 1 Embroidered Golf Glove, Towel, Ball Markers, Divot Repair Tool, and tees.
TO ORDER: call 1-800-262-0978 or visit www.glovesinternational.com



RACKHAT HEADWEAR
College straw hats with school logos in Cowboy and Bandana styles by Rackhat Headwear.
TO ORDER: call 888-722-5428 or visit www.RACKHAT.com.



KIDEAPOLIS
Collegiate licensed Team Wraps, wearable blankets with a hood and pockets for fans in the stands or on the couch.
TO ORDER: call 866-KIDEAPOLIS or e-mail info@kideapolis.com.



THE UNIVERSITY LIPBALM COMPANY
Unique lipbalm come in two flavors, spearmint with a SPF 15, and all natural tangerine.
TO ORDER: call 1-877-899-2225 or visit www.lipbalmco.com.



SLAVIC TREASURES
Ceramic Soap Dispensers and Salt and Pepper Shaker Sets bring fun and team spirit to any home, cookout or tailgate. Wide selection of housewares and gifts available from Slavic Treasures.
TO ORDER: call 1-877-359-8393 or visit www.stlicensed.com.

HOW TO STAY UP TO DATE

Affinity for colleges and universities will continue to be at an all-time high in 2004-2005. Consumers will continue to identify themselves with specific colleges/universities as alumni, students, fans of certain teams, and/or because of geographic proximity.

To keep up with the demand, CLC has created a news and tradeshow web site that allows retailers to access collegiate product information 365 days of the year. The web site, called *The*

Collegiate Exchange, can be found at <http://www.thecollegiateexchange.com>. In addition to viewing wholesale product catalogs from more than 150 collegiate licensees, retailers can stay up to date on new logo unveilings, "hot markets", and collegiate sales trends. This is a **FREE** service for retailers. To receive a **FREE** username and password, retailers can go to <http://www.thecollegiateexchange.com> and register online or they can send an email to tce@clc.com.