

## The Collegiate Licensing Company Names Top Selling Universities and Manufacturers

*The University of North Carolina, Nike USA Inc., EA Sports and Hands on Originals Lead Fiscal Year-End Rankings*

**ATLANTA, Ga., (July 26, 2005)** - The Collegiate Licensing Company (CLC) is pleased to announce its top-selling CLC member institutions and manufacturers for the fiscal year-to-date. These rankings represent royalties reported July 1, 2004 through June 30, 2005 on collegiate merchandise sold.

### Notes of interest:

- This marks the fifth consecutive year the University of North Carolina has ranked #1 in the CLC member institution fiscal year-end rankings.
- T-shirts were the top selling product for the University of North Carolina for June 1, 2004 – July 1, 2005.
- Nike USA Inc. has occupied the top spot amongst collegiate apparel licensees since 1999.
- EA Sports has maintained its No.1 status in non-apparel products since Q3 of 2003.
- Hands on Originals, a Lexington (Ky.) based collegiate apparel manufacture, produces officially licensed product for The University of Cincinnati, The University of Kentucky, University of Louisville, Marshall University, and Western Kentucky University.

### Top-50 Universities

(1.) **University of North Carolina** (2.) The University of Michigan (3.) The University of Texas at Austin (4.) University of Georgia (5.) The University of Oklahoma (6.) University of Notre Dame (7.) University of Tennessee Knoxville (8.) University of Florida (9.) Louisiana State University (10.) The University of Alabama (11.) Auburn University (12.) University of Kentucky (13.) Florida State University (14.) The Pennsylvania State University (15.) University of Illinois (16.) University of Wisconsin (17.) University of Nebraska (18.) University of Miami (19.) University of Arkansas Fayetteville (20.) Oklahoma State University (21.) University of South Carolina (22.) University of Maryland (23.) University of Kansas (24.) Clemson University (25.) Purdue University (26.) The University of Arizona (27.) Kansas State University (28.) Syracuse University (29.) University of Missouri (30.) Duke University (31.) University of Connecticut (32.) The University of Virginia (33.) Texas Tech University (34.) University of Pittsburgh (35.) University of Louisville (36.) Georgia Institute of Technology (37.) University of Washington (38.) Washington State University (39.) University of Mississippi (40.) University of Colorado (41.) Stanford University (42.) University of Cincinnati (43.) University of Utah (44.) Marshall University (45.) Brigham Young University (46.) The University of Montana (47.) Colorado State University (48.) U.S. Military Academy (49.) Georgetown University (50.) U.S. Air Force

### Top-25 Non-Apparel Licensees

(1.) **EA Sports** (2.) Wilson Sporting Goods (3.) Commemorative Brands Inc. (4.) Danbury Mint (5.) Sega of America Inc. (6.) 989 Sports (7.) The Memory Company LLC (8.) The Northwest Company (9.) Jostens Inc. (10.) North Pole LLC (11.) Logo Inc (12.) Herff Jones Inc. (13.) Wincraft Inc (14.) Fossil (15.) Tofasco of America (16.) Fabrique Innovations, Inc. dba Sykel (17.) Framing Success Inc. (18.) Datrek Professional Bags Inc. (19.) Hunter Mfg. Group (20.) Baden Sports Inc. (21.) Rico Industries/Tag Express (22.) Fanmats LLC (23.) Enmon Accessories LLC (24.) Renaissance Imports Inc. (25.) Jenkins Enterprises

### Top-25 Apparel Licensees

(1.) **Nike USA Inc.** (2.) Knights Apparel LLC (3.) 4004 Incorporated (4.) Top of the World (5.) Red Oak Sportswear (6.) Champion Custom Products (7.) Team Edition Apparel Inc. (8.) Zephyr Graf-X (9.) JanSport Inc. (10.) Mighty-Mac (11.) Gear for Sports (12.) Genuine Stuff (13.) Colosseum Athletics Corporation (14.) Russell Corporation (15.) Outdoor Cap Company (16.) VF Imagewear Inc. (17.) Next Inc. dba NCC Apparel (18.) T-Shirt International (19.) adidas by Valley Apparel (20.) The Cotton Exchange (21.) College Concepts LLC (22.) Twins Enterprise Inc (23.) The Game (24.) Antigua Group Inc (25.) Vesi Inc

### Top-25 Local Licensees

(1.) **Hands On Originals** (2.) U-Name It (3.) Lloyd Sales Co. (4.) Houndstooth Clothing Co. (5.) Great Plains Coca Cola Bottling (6.) J & W Interests Inc. (7.) Landmark Graphics (8.) Gold Country Inc. (9.) World Class Sportswear (10.) Collegiate Pride/PA (11.) Dixie Pride dba Bama Fever (12.) Goldden Corp. (13.) Wactor & Associates (14.) Outhouse Designs (15.) Garnet & Gold Inc. (16.) A-Game Apparel (17.) P.A.M.P./P.A. McCool Print (18.) Blue Ridge Graphics (19.) Cuda Apparel (20.) Top Promotions Inc. (21.) St. Clair Apparel (22.) Gameday Sports/IL (23.) Monster T-Shirts LLC (24.) R & S Impressions (25.) Ink Spot Inc./MS

***About The Collegiate Licensing Company:***

The Collegiate Licensing Company is the oldest and largest licensing representative in the nation. CLC currently represents more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships). Based in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals with the capability to establish and manage every aspect of a collegiate licensing program.

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