

For Immediate Release

Contact Derek Hughes  
The Collegiate Licensing Company  
(770) 799-3245 or dhughes@clc.com

## **The Collegiate Licensing Company Names Top Selling Universities and Manufacturers** *The University of Texas at Austin, Nike USA Inc., EA Sports and J & W Interests Lead Year-End Rankings*

**ATLANTA, Ga., (August 24, 2006)** - The Collegiate Licensing Company (CLC) is pleased to announce its top-selling institutions and manufacturers for fiscal year-end 2005-2006. These rankings represent royalties reported July 1, 2005, through June 30, 2006 on all collegiate merchandise sold.

### **Notes of interest:**

- The University of Texas at Austin made collegiate licensing history in 2006 by generating the most royalties ever by a college or university. Last year, UT was ranked third in the final year-end tally.
- This marks the first year the University of Texas at Austin has been ranked #1 in the colleges and universities category – a spot previously held by the University of North Carolina. UNC held the #1 ranking for five consecutive years, prior to UT notching its place as the top selling Consortium institution.
- New Consortium member, Oregon State University, debuted in the top-75 ranked 44th. While Consortium veteran, Boise State University cracked the top-50 for the first time at 49th.
- Nike USA Inc. has occupied the top spot amongst collegiate apparel licensees since 1999.
- EA Sports has maintained its #1 status in non-apparel products since 2003.

### **Top-75 Universities**

(1.) **The University of Texas at Austin** (2.) The University of Michigan (3.) University of Notre Dame (4.) University of Georgia (5.) University of North Carolina (6.) The University of Florida (7.) University of Oklahoma (8.) University of Tennessee at Knoxville (9.) The University of Alabama (10.) The Pennsylvania State University (11.) Florida State University (12.) Louisiana State University (13.) Auburn University (14.) University of Kentucky (15.) University of Wisconsin (16.) University of Miami (17.) University of Illinois (18.) University of Nebraska (19.) University of Arkansas Fayetteville (20.) University of South Carolina (21.) Oklahoma State University (22.) University of Kansas (23.) Duke University (24.) Clemson University (25.) University of Maryland (26.) The University of Arizona (27.) Purdue University (28.) Texas Tech University (29.) The University of Virginia (30.) Kansas State University (31.) University of Missouri (32.) University of Louisville (33.) Syracuse University (34.) University of Washington (35.) Georgia Institute of Technology (36.) University of Connecticut (37.) University of Pittsburgh (38.) Washington State University (39.) University of Mississippi (40.) University of Colorado (41.) Stanford University (42.) University of Cincinnati (43.) U.S. Military Academy (44.) Oregon State University (45.) University of Utah (46.) The University of Montana (47.) Brigham Young University (48.) Marshall University (49.) Boise State University (50.) Gonzaga University (51.) United States Air Force Academy (52.) Colorado State University (53.) Northwestern University (54.) Georgetown University (55.) Fresno State University (56.) Boston College (57.) University of New Mexico (58.) Villanova University (59.) Baylor University (60.) The University of Wyoming (61.) University of Texas El Paso (62.) East Carolina University (63.) University of Houston (64.) University of Memphis (65.) University of South Florida (66.) University of Delaware (67.) Texas State University - San Marcos (68.) University of Central Florida (69.) Marquette University (70.) Texas Christian University (71.) Southern Illinois University (72.) Tulane University (73.) George Mason University (74.) James Madison University (75.) University of Nevada

### **Top-25 Non-Apparel Licensees**

(1.) **EA Sports** (2.) Wilson Sporting Goods (3.) Commemorative Brands, Inc. (4.) Take 2 Interactive (5.) Danbury Mint (6.) Logo, Inc. (7.) Herff Jones Inc. (8.) The Northwest Company (9.) Jostens Inc. (10.) 989 Sports (11.) Fossil (12.) Wincraft Inc. (13.) Renaissance Imports (14.) Fabrique Innovations Inc. (15.) North Pole LLC (16.) Jenkins Enterprises (17.) K2 Licensing & Promotions Inc. (18.) Framing Success (19.) Rico Industries/Tag Express (20.) Baden Sports Inc. (21.) Hunter Mfg. Group (22.) John H. Harland Co. (23.) Triple T Trading (24.) Datrek Miller International (25.) Sports Coverage Inc.

### **Top-25 Apparel Licensees**

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

### **Top-25 Local Licensees**

(1.) **J & W Interests Inc.** (2.) Hands on Originals (3.) Dixie Pride dba Bama Fever & Tiger Pride (4.) Outhouse Designs (5.) Garnet & Gold Inc. (6.) Collegiate Pride/ PA (7.) Houndstooth Clothing Co. (8.) U-Name It (9.) Austin Screen Printing (10.) Landmark Graphics (11.) Goldden Corp. (12.) P.A.M.P./P.A. McCool Print (13.) Tiger Rags (14.) Gold Country Inc. (15.) Nittany Embroidery & Digitizing Inc. (16.) Husky Wear LLC (17.) Reno Tahoe Specialty Inc. (18.) Great Plains Coca Cola Bottling Co. (19.) University Co-Operative Society (20.) A-Game Apparel (21.) Bayou Apparel (22.) Lloyd Sales Co. (23.) Moyer Jewelers Inc. (24.) Wild West Shirt Co. (25.) Ink Sport Inc./MS

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

The Collegiate Licensing Company is the oldest and largest collegiate licensing agency 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). Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development.

# # #